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J. Harold Ryan Named Broadcast Censor

Walter Damm May Be Liaison Officer; Price Working on Organization

ACTING in accord with industry suggestions, Byron Price, Director of Censorship, last Friday appointed J. Harold Ryan, of Toledo, vice-president and general manager of the Fort Industry Co., as broadcast censor, with the title, Assistant Director of Censorship.

The appointment had been recommended by the war-born Radio Coordinating Committee, representing the heads of the five industry trade groups, which met in Washington Dec. 22-23 at the call of George B. Storer, interim president of National Independent Broadcasters.

In cutting across intra-industry discord, the committee also decided, upon recommendation of FCC Chairman James Lawrence Fly, it would be desirable to name an industry liaison officer in Washington to deal with the Defense Communications Board, FCC, Director of Censorship, and other war agencies having radio functions. The name of Walter J. Damm, managing director of WTMJ, Milwaukee, and former NAB president, was mentioned for this important post. Whether the appointment will be made by the coalition of trade groups or by the Government remains to be decided.

Unanimous Choice

Mr. Damm's name, it is understood, was selected from the entire roster of the nation's broadcasters. They sought a man thoroughly familiar with all operating aspects of radio and having the confidence of all segments of the industry. Similarly, it is understood Mr. Ryan's name was selected after a thorough canvass of executive personnel of stations.

The Ryan appointment was made by Mr. Price in an announcement last Friday—one of the first executive positions he has filled since assuming office a fortnight ago. Mr. Ryan will be the industry contact on clearance of questionable data. The theme, advocated by Mr. Price, is for self-regulation on censorship, so far as possible, in all media.

Mr. Ryan assumed his new duties coincident with announcement of his appointment last Friday. In announcing the appointment, Mr. Price said Mr. Ryan would "deal principally with problems affecting radio". Simultaneously he named John H. Sorrells, of New York, executive editor of the Scripps-Howard newspapers, as assistant director of censorship, in charge of press activities. He indicated that one or more additional assistant directors would be named.

Mr. Price said that both executives would come to Washington on leave of absence from their present positions, "each at a considerable personal sacrifice". He characterized Mr. Ryan as a "practical radio executive" and added that he "has the endorsement of the broadcasting industry".

Mr. Ryan heads the radio division of the new Office of Censorship. As vice-president and general manager of Fort Industry Co., he directs the policies of WSPD, Toledo, where he resides; WWVA, Wheeling; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O., and WAGA, Atlanta. Mr. Storer is president of the Fort Industry Co. and Mr. Ryan's brother-in-law. In the initial conference of the committee with Mr. Price, he asked that the name of a broadcaster who might be available for the post be suggested.

NAB Board to Meet

Chairman Fly, in his first meeting with the group last Monday, urged that a broadcaster be named as a liaison officer between the industry and the FCC during the emergency. While the name of Mr. Damm was selected by a majority of the group, final action was withheld pending determination of the manner in which the proffer would be made.

JOHN HAROLD RYAN

Neville Miller, NAB president, declared the NAB would "cooperate wholeheartedly with any representative whom Chairman Fly might designate for the post." He added that a meeting of the NAB board would be called about mid-January to review the entire war situation and to take all possible steps to cooperate in the war offensive.

Conferences were held over a two-day period by the extraordinary committee with Chairman Fly and Mr. Price. Attending the sessions, in addition to Messrs. Miller and Storer, were John Shepard 3d, Yankee Network, president of FM Broadcasters Inc.; Eugene Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; Victor Sholis, director of the Clear Channel Broadcasting Service, as proxy for Edwin W. Craig, WSM, Nashville, who was contacted by phone. Mr. Craig was prevented from being in Washington by Nashville Draft Board activities.

No arrangement was made for future meetings of the committee, which originally had been designated the "War Broadcasting Council". The committee, it is understood, divided by 3 to 2 on the policy matters, with Messrs. Miller and Craig in the minority. The networks did not participate in any of the proceedings.

It is their intention, however, to carry on their Government dealings in the same fashion as heretofore. Whether the developments will result in ultimate creation of an overall radio council, on a permanent basis, constituted a lively topic in broadcasting circles.

Mr. Damm, while not now a member of the NAB or any other group except FMBI, is one of the industry's best known and most active figures. He headed the NAB as president in 1931-32, has served as a member of its board of directors on several occasions and is regarded as one of the industry's foremost authorities on newspaper ownership, copyright and overall management problems.

Treasury Names Gaston

Mr. Pricé has not yet completed organization of his office, which undertakes one of the most important tasks in the wartime picture. With the naming of Mr. Ryan, however, he has hurdled his first big problem. Under the Executive Order issued Dec. 19 by President Roosevelt, creating the Office of Censorship, there will be a censorship policy board made up of Cabinet members and other high Government officials and a censorship operating board, established by Mr. Price, to consist of representatives of "such departments and agencies of the Government as the director shall specify."

This board, under the supervision of Mr. Price, will perform such duties with respect to operations as the director shall determine. The only member thus far named to the operating board is Assistant Secretary of the Treasury Herbert E. Gaston. Mr. Gaston also serves as the Treasury member on the DCB and is a former newspaperman of national repute.

The FCC, among other agencies, will name a member. Chairman Fly himself had participated in the preliminary discussions on the censorship plan and his alternate has been Chief Engineer E. K. Jett. The latter, it is thought, would be the logical selection. Whether his preoccupation with other war duties will prevent this, is the question. The Office of Facts & Figures, to which has been delegated the function of clearing Government radio programs among other duties, also is expected to have a

Concerning War, Radio and Hitting Below the Belt—*An Editorial*

THE PRESS-RADIO battle, we thought, had been fought, settled and forgotten several years ago. Press associations are in the business of selling news to stations. Radio reporters are recognized on a par with press reporters, from White House to night court. The media, as news disseminators, are synonymous. The only difference is the mode of publication.

But since the war, there develops the painful realization that die-hard publishers, and some of those who sell newspaper space in competition with radio, are attempting to revive the feud. This indiscreet, opportunistic minority has seized upon war censorship as the vehicle to sock radio.

All industry, all people, have a battle for survival in this war. Those who would seek to take advantage of a competitor on a war premise alone are hitting below the belt.

In the few short weeks since the war, some of the anti-radio tactics that have developed are amazing. There is the proposal that news broadcasts be held up for a stipulated number of hours after newspaper publication (i.e., that only stale news go on the air). There is the suggestion that news sponsorship be banned; the proposal that radio news be censored rigidly, but that the newspapers by self-regulation work out their own rules. And then there's the crass commercial approach, authored by one newspaper representation organization, that advertisers be cajoled away from radio because of the blackout "gamble", and inferred Government take-over of radio.

Nothing can more undermine public confidence in the press than sneak efforts of this calibre. If need be, radio could fight back in kind. There's more listening today than ever before. And more important, the public has *confidence* in radio.

Editor & Publisher talks about the eventual effect upon the listening public of getting their news "interlarded with commercials that occasionally rival the old patent medicine advertising in blatancy". It suggests that stations either bar the sale of news periods for commercial sponsorship, or limit rigidly the tone and time of the commercial announcement.

To its professional readers, who know better, *Editor & Publisher* leaves the impression that practically all news broadcasts are laxative-sponsored. It so happens that probably much more than 99% of the news, over both networks and stations is sponsored outside the proprietary field.

And would our contemporary propose that newspapers henceforth place no proprietary or even laxative advertising within sight of war news?

War means revolutionary changes. It will affect newspapers, magazines and billboards along with radio. No one will be spared. If commercial hours are cut, chances are newsprint will be rationed. In England the reduction in publication size is some 40%. Censorship was almost a cuss-word just a few weeks ago; today it is accepted as a necessity to help win the war.

Radio is going to be censored along with the press. Certain types of news that is publishable on the printed page may have to be curtailed or even eliminated on certain stations, because of coverage range. But the plan is to handle it by self-regulation, not by stationing censors in each master-control room.

Any move to force radio to withhold news until it is stale will be combated, not only by the industry but by Government itself, for millions who do not have access to newspapers are entitled to get the news by radio. The two media, so far as possible, will be treated alike. That's because they are alike, except for radio's greater speed.

Broadcasters recognize that the censorship to which they must accede will differ in some respects from that imposed upon the printed media. They know too, that the Government is relying upon radio to do a somewhat different, and unquestionably more important task, in the war offensive, but they're not crowing about it.

In designating J. Harold Ryan, Fort Industry Co. vice-president and general manager, as radio censor, Director of Censorship Byron Price has made a fortunate selection. Mr. Ryan is intelligent, steady, cool and considerate. He has no newspaper background, but a distinguished career as a business man and broadcaster. It's a real sacrifice for Harold Ryan to leave his business and his home in Toledo. But every broadcaster should be grateful that a man of his calibre and prestige has been selected for the thankless task of radio censorship.

All media will have their hands full for the duration. Each will be called upon to contribute in its particular sphere. All probably will have to battle together against special taxes on advertising and other restraints. This certainly is no time for one to seek a competitive advantage over the other because of essential war operations.

We hope the ill-advised, headstrong minority that already has launched an anti-radio crusade under cover of the war emergency will quickly realize this is all-out war, and will spare their journalistic colleagues further embarrassment.

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representative who will be identified with radio aspects.

The Censorship Policy Board named by the President will comprise Vice-President Wallace, Secretary of the Treasury Morgenthau, Secretary of War Stimson, Attorney General Biddle, Secretary of the Navy Knox, Lowell Mellett, director of the Office of Government Reports and Assistant to the President, and Archibald MacLeish, director of the Office of Facts & Figures. Postmaster General Walker is chairman of the board. This top advisory group will consult with Mr. Price with respect to policy and the coordination and integration of the war censorship.

The operating board probably will meet frequently, perhaps daily, since it will be the active body. The policy board will meet only occasionally with Mr. Price, it is understood, for the handling of questions of transcendent importance.

Mr. Price temporarily is headquartering in the Post Office Bldg. in which the FCC also is located. Permanent quarters have not yet been assigned. He told BROADCASTING he did not believe there was any need for a large staff at headquarters. There already is a large potential censorship force at work in the field, such as functioning branches of the Army and Navy, FCC monitoring service and other activities.

To Be Voluntary

A guide for broadcasting definitely is being considered and will be drafted soon. Mr. Price commented on the extent to which the broadcasting industry already has gone into voluntary censorship, mentioning particularly the NAB War Guide [BROADCASTING, Dec. 22].

At this stage there is no plan to delegate censors for each network or station operation. Voluntary censorship will be the keynote. The censorship imposed upon radio probably will differ in several respects from that invoked against printed media because of the essential difference in the methods of conveying intelligence. Because broadcasting signals know no boundaries, the censorship at the source may be of a somewhat different nature than that affecting newspapers.

Ideas originally advanced of setting up interferences on certain channels so signals could not be heard beyond the border apparently have been dropped. This, particularly insofar as clear channel stations are concerned, would restrict service so that rural and remote listeners would be deprived of programs. These very people do not have access to newspapers or other current media.

Esso Renews for Year

ESSO MARKETEERS, New York (gas and oil), on Jan. 1 renews for 1942 its five-minute news periods on 34 stations. Programs are aired four times daily Monday through Saturday and twice on Sunday. Marschalk & Pratt, New York, handles the account.

John Shepard Hurt

JOHN SHEPARD, president of the Yankee Network, fractured his shoulder Christmas Day. He is at Faulkner Hospital, Boston.

A SPECIAL Christmas Party program in conjunction with the sixth annual Police & Fire Department Toy Campaign was televised by WCBW, CBS television adjunct in New York, on Dec. 26.

Albers Transfer

ALBERS BROS. MILLING Co., Seattle (Friskies, flapjack flour), on Jan. 2 shifted the weekly half-hour mystery drama participation program *Whodunit?* on 7 CBS West Coast stations, Thursday, 7:30-8 p.m. (PST), to 14 NBC-Pacific Red and Mountain Group stations, Friday, 9-9:30 p.m. Gale Gordon continues as narrator, with Ben Alexander, announcer. Jim Fonda, is Hollywood producer of Lord & Thomas, agency servicing the account. Max Hutto is NBC production representative on the show.

Penn. Salt Series

PENNSYLVANIA SALT MFG. Co., Chicago, through its subsidiaries, Lewis, American, and Eagle Lye Cos., Chicago, on Jan. 6 will start a 13-week campaign of transcribed one-minute announcements three to six times weekly on 10 midwestern stations. Agency is Sherman K. Ellis & Co., Chicago.

United Fruit on CBS

UNITED FRUIT Co., New York (Banana Division), on Feb. 2 will start *The World Today*, news roundup by CBS correspondents on 37 stations, Monday through Friday, 6:45-7 p.m. Agency is BBDO, New York.

Blue Net Being Transferred to RCA

Affiliates Are Asked To Meet Jan. 15 In Chicago

TRANSFER of the Blue Network from NBC to RCA, as one of the steps toward ultimate complete separation of the networks, is being effected under authorization last Tuesday by the FCC covering voluntary assignment of three key stations of the Blue.

Last Friday NBC wired all of the Blue Network affiliates that an "important meeting" would be held Jan. 15 at the Drake Hotel, Chicago, "concerning the future operation of the Blue Network". "We believe your presence is essential and hope you will be able to attend," Niles Trammell, NBC president, wired. Mr. Trammell, it is indicated, will become chairman of the board of the new network operation.

Woods, Kobak Slated

Physical transfer of the Blue from NBC to RCA, as a subsidiary operation, will be effected before the close of business Dec. 31. For bookkeeping and other purposes, it is desired to consummate the transaction by the first of the year.

The Blue will be operated under a new corporate name, not yet announced. It is expected to be either the Blue Network Inc., or United Broadcasting System, though two or three other names are under consideration.

Mark Woods, vice-president and treasurer of NBC, is slated to become president of the new operation, with Edgar Kobak, vice-president in charge of Blue Network sales, as the executive vice-president. The two net works will be separately staffed, but will headquarter at Radio City.

RCA became the licensee of the three NBC-Blue outlets heretofore licensed to the network itself, under action taken last Tuesday by the FCC pursuant to the announced intention of NBC ultimately to dispose of one of its two networks.

Blue Staff Continues

The Commission granted a petition of the M. A. Leese Radio Corp. for transfer to it from NBC of the license of WMAL. This was the fourth Blue Network outlet heretofore licensed to NBC.

Applications for the transfers were filed with the FCC the preceding week [BROADCASTING, Dec. 22] and action came swiftly. The FCC in its announcement Dec. 24 said it had acted upon the "stated willingness of NBC and RCA to dispose of one of the former two networks".

By virtue of the approval of the voluntary assignments of the three licenses—WJZ, New York; WENR, Chicago; KGO, San Francisco — from NBC to RCA, steps will be taken for separation of the two networks. It is presumed that for the time being RCA will be the operator of the Blue Network, using the same staff and facilities now employed for operation of the Blue.

The FCC said it had granted the assignments "pending the finding of an outside purchaser to assume such operation". Meanwhile, it is expected NBC, as a wholly owned subsidiary of RCA, will declare a "dividend in kind" assigning to RCA all of the assets, contracts and physical equipment segregated in the Blue.

The FCC announced that at the same time it had granted the WMAL-*Star* application and had removed it from the pending files, where it had reposed by virtue of the newspaper ownership investigation. The Commission, it was announced, "took cognizance of the indicated plan of network operation and, also, of the substantial investment ante-dating Order 79 [newspaper ownership order] made in WMAL by the Evening Star Newspaper Co., which owns the Leese Corp."

It is expected the *Star* promptly will take steps to build new studios and create its own operating staff. This may be accomplished within the next few months, it was thought.

In addition to granting the assignments to RCA of these three stations, the FCC, as part of the plan for separation of the Blue Network, granted a petition of KGO for reconsideration and grant of its license renewal. A scheduled hearing was cancelled.

KOA, Denver, licensed to NBC but owned by General Electric Co., was granted a petition for reconsideration and given a regular renewal of license. A hearing likewise was cancelled.

Ryan Well-Equipped to Serve As Broadcast Industry Censor

UNCLE SAM'S new radio censor —John Harold Ryan—has never wielded a blue pencil or a pair of editor's shears. But he knows radio practically from Genesis. And, most important, he gets along with almost everybody.

If Byron Price, Director of Censorship, had had the time or inclination to search the rolls of both radio and journalism for the ideal man to fill the radio niche, he might well have wound up with J. Harold anyway.

The 56-year-old vice-president and general manager of the Fort Industry Co., which operates a half-dozen stations, is well known in the industry, though he has never been given to floor speeches at conventions or personal publicity. His brother-in-law and partner in business is George B. Storer, who is interim president of National Independent Broadcasters and who is spending most of his time these days making shell castings at his steel plant in Detroit.

Gets Leave of Absence

Stations in the Fort Industry fold are WWVA, WSPD, WMMN, WLOK, WHIZ and WAGA. The first was acquired back in 1927 and Mr. Ryan hasn't been out of the radio business since.

In his new post Mr. Ryan will take leave of absence from Fort Industry Co. operations.

More about the new chief of the radio division of the Office of Censorship:

He's a practical broadcaster—not an impresario. He's a second-term director of the NAB and a former president of the Ohio Broadcasters Assn.

A native of Toledo, he attended grammar school and high school in that city. Then he enrolled at Yale, from which he was graduated in 1908. A diligent student, he won the coveted Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extracurricular activity, an interest he has maintained with an unbroken string of attendances at national conventions, dating from 1907.

After college, Harold Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. Upon his father's death, he became treasurer, which position he retained until disscolution of the company in 1928. Following the first war, the lines in which the company was interested had nosedived and active operations were ended in 1925. He then embarked upon the gasoline business with Brother-in-Law Storer, which proved a direct route to broadcasting.

In 1925 Mr. Storer got the idea of marketing oil and gas from service stations erected adjacent to railroad sidings, with gasoline purchased in tank car lots. The saving was thereby passed along to the customer. In 1927 the Fort Industry Oil Co. was formed to expand these operations. Stations were maintained in Cleveland and Toledo. The owners, in seeking methods to promote their product, decided to use radio. Arrangements were started with the then local station, WTAL. Soon the Storer-Ryan group owned the station. The call letters were changed to WSPD. In 1928 WGHP was purchased in Detroit, but after three years it was sold to the King-Trendle interests and now is WXYZ.

Against the backdrop of radio, the gas business lost its glamor. In 1931 the gas stations were sold and the firm looked around for new radio fields. WWVA was purchased and placed under the guiding genius of Mr. Ryan. In 1932, CKOK, which later became CKLW, was established in Windsor, Ont., serving the Detroit area. It was later disposed of. In 1935 WMMN was purchased and in the fall of 1938 WLOK joined the Storer-Ryan group. A year later came WHIZ and last year WAGA was acquired.

The Ryan hobbies are far from ordinary. His home in suburban Toledo where he resides with his wife, the former Frances Storer, is a veritable treasury of rare first editions. Genealogy is his forte. For several years he has been tracing descendants of the Capetian kings, who ruled France from the 10th century. So far he has ferreted out about 10,000 descendants, with five centuries to go.

He can walk the legs off any young fellow and is a contract bridge player of the Culbertson class. Remarkably keen but genial and soft-spoken, Harold Ryan has an uncanny memory. Far from being straight-laced, he is congenial, interested in others, witty and appreciates a good story.

THREATENING to break Black Sambo's hot cake eating record is Tom Breneman (left), jovial m.c. on the five-weekly half-hour NBC-Blue participating show, *Breakfast at Sardi's*, as agency and network representatives staged an early morning bull session in the Hollywood restaurant following a recent broadcast. Hearty eaters are (l to r), Breneman; Myron Elges, NBC-Pacific Blue salesman; John Masterson, Raymond R. Morgan Co. account executive; John Nelson, radio director of that agency; Mark Buckley, Lord & Thomas account executive; Robert McAndrews, NBC Western division sales promotion manager.

Year Finds Radio Focusing on Defense

Billings Again Reach New Records But Costs Increase

WITH national defense keynoting their 1941 activities, the three national networks—NBC, CBS, MBS—in year-end recapitulations reported record billings, increased costs and generally expanded operations.

Although defense features for the last year have established radio as perhaps the most effective medium of expression in a war-threatened nation, the important function of broadcasting in this respect was highlighted with emphasis late in the year—on Dec. 7, when the Japs attacked Pearl Harbor. All networks reported that wartime operation came smoothly, the result of practice and planning, particularly in handling news broadcasts.

One of the principal developments of the year was the establishment of network program service for outlets in Latin American countries. International shortwave activity also increased substantially during the year.

CBS

CBS during 1941 devoted much of its best talent and choicest time on the air to defense programs, which the network places at the top of its review of the year's activities. In addition to many special events broadcasts, talk periods given over to defense topics and standard programs which took on a defense flavor, CBS lists such shows as *Spirit of '41*, for coverage of America's armed force; *Proudly We Hail*, dedicated to defense workers; *Calling Pan America*.

SOMETHING NEW for the transmitter building of WEEI, Boston, located at Medford, Mass., was the recent addition of a sandbag rampart around the glass brick windows of the building, protection against the possibility of air bombings. The sandbagging was ordered by Phil Baldwin, WEEI chief engineer.

Expansion of the CBS news staff, now including 23 foreign correspondents, has made "the CBS news beat the world", the report states, citing Cecil Brown's report of the sinking of the *Repulse* and the *Prince of Wales* as a "highlight of the hectic year".

Outstanding achievement of the CBS shortwave division was building an organization with more than 50 home office members to operate the new CBS Latin American Network of 74 stations which will begin functioning as soon as the two nearly-completed 50-kw. shortwave transmitters are finished. Meanwhile, to facilitate its service to foreign listeners, CBS has set up a special newsroom to prepare newscasts in 10 languages.

In the other direction, the CBS listening post, with eight reporters and five technicians listening constantly to broadcasts of news and propaganda from abroad, provides much valuable material to newspapers, magazines and press associations, and turns over complete reports to the Coordinator of Information.

Chief achievement of the CBS engineering department was the completion of the new $600,000 transmitter for WABC, New York, which entailed building an island of concrete in Long Island Sound before work on the transmitter proper could commence. CBS engineers also installed FM transmitters in New York and Chicago and at year's end were nearly finished with the erection of the shortwave transmitters at Brentwood, L. I.

Since July 1, WCBW, network's television station in New York, has operated a minimum of 15 hours weekly. CBS has also continued its experiments with the full-color television system developed by Dr. Peter C. Goldmark, chief television engineer, in 1940. FM broadcasts were also started in New York and Chicago.

In addition to a dozen or more adult educational programs, CBS continued its expansion of the *School of the Air* until every one of the American Republics and Canada had pledged cooperation and support for this series.

Paley Sets Goals

William S. Paley, president of CBS, in his year-end statement, named "two great goals"—winning of the war and the winning of the peace—which CBS plans to keep in mind in presenting news, public discussion, historic events as they happen, and in maintaining national morale through appropriate programming. "The skills and techniques of radio broadcasting," he said, "are admirably adapted to promote and intensify nationwide devotion to those goals."

Broadcasters have been able to bring to bear "responsible judgment, trained personnel, and worldwide facilities from the moment of the first bulletin of the treacherous attack on Hawaii," Mr. Paley declared. He added that radio's task now "is to keep ourselves fully and understandingly acquainted with the nation's general and special objectives, and to do our part towards contributing to the national morale by assuring that the American people shall continue to be the best informed people in the world, and that there shall be kept before them all the realistic facts and human drama of men's actions in these stirring times."

MBS

Starting the new year with 193 affiliates, MBS reports that 48 new stations joined the network during 1941, including member and affiliated outlets as well as replacements. Gross time billings will reach the highest figure in the network's history when the December report is completed. For the first 11 months of 1941, the total was $6,352,457, topping 1940's full year by $1,585,403, and showing a 51.6% increase over 1940's 11-month total of $4,190,071.

The special features division reported that 765 programs devoted to news and talks from home and abroad, accounted for 359 hours and 58 minutes of air time during 1941, not including regularly scheduled news programs. In addition to MBS commentators in American cities, the network had nine correspondents stationed at strategic points in foreign countries to broadcast news analyses.

MBS Sports

Mutual concentrated on national defense programs. Sporting events were broadcast on 166 programs, with Mutual signing exclusive rights last year with the 20th Century Club to broadcast boxing bouts under sponsorship of Gillette Safety Razor Co.

Following the ASCAP-network music war at the beginning of 1941, Mutual was the first network to sign with ASCAP for the return of its music to the air on May 13. Most ambitious new musical series on Mutual starting last year was *Spotlight Bands*, largest commercial contract ever placed on MBS for one advertising product (Coca Cola).

In 1941 Mutual arranged for semi-annual meetings of key station program managers and the network's board of directors and stockholders considered plans under which six additional member stations of Mutual would increase their shareholdings in the corporation. When the FCC released its report on chain broadcasting, Mutual issued two "white papers" in favor of the report.

STRATEGIC VALUE of the 50,000-watt transmitter of KIRO, Seattle, located on Vashon Island, Wash., requires a guard of soldiers of the 41st Division. Located in the center of a large colony of Japanese nationalists, KIRO is the only 50,000-watt station north of San Francisco and Salt Lake City. Alert private is Milton Shaw of Cleveland, Ga.

Now a mature industry, radio has had time to consolidate its thinking and realize its definite obligations to the United States in the present emergency, Alfred J. McCosker, president of WOR, New York, and chairman of the board of MBS, stated in his annual statement to the industry last week.

These obligations, Mr. McCosker indicated, are "to make our resources available to the fullest extent to the broadcasting of official government requirements; to present to the public as complete coverage of news as Government regulations will permit, and to give special thought to national morale in our program planning." In fulfilling these obligations, Mr. McCosker stressed that "now more than ever radio, working cooperatively with other media, has an opportunity to assume leadership in public opinion, both in the molding and interpretation of it."

NBC

Although the last month in 1941 brought radio to the fore as the quickest and best method of disseminating war news, almost the entire year in the broadcasting industry was devoted to informing the public of defense preparations, emphasis on the Good Neighbor policy between the Americas, and expansion of facilities both nationally and internationally to meet ever-growing demands on American broadcasting.

During the first ten months of 1941, NBC broadcast 1,062 defense programs on its networks, while broadcasts from overseas on NBC grew to a total of 3,000 during 1941 or about 10 per day.

NBC news programs increased 65% in volume, while the staff of foreign correspondents was increased to more than 40. NBC opened two listening posts in 1941, the Pacific one Aug. 14 and the Eastern post July 23, rebuilt its

(*Continued on page 37*)

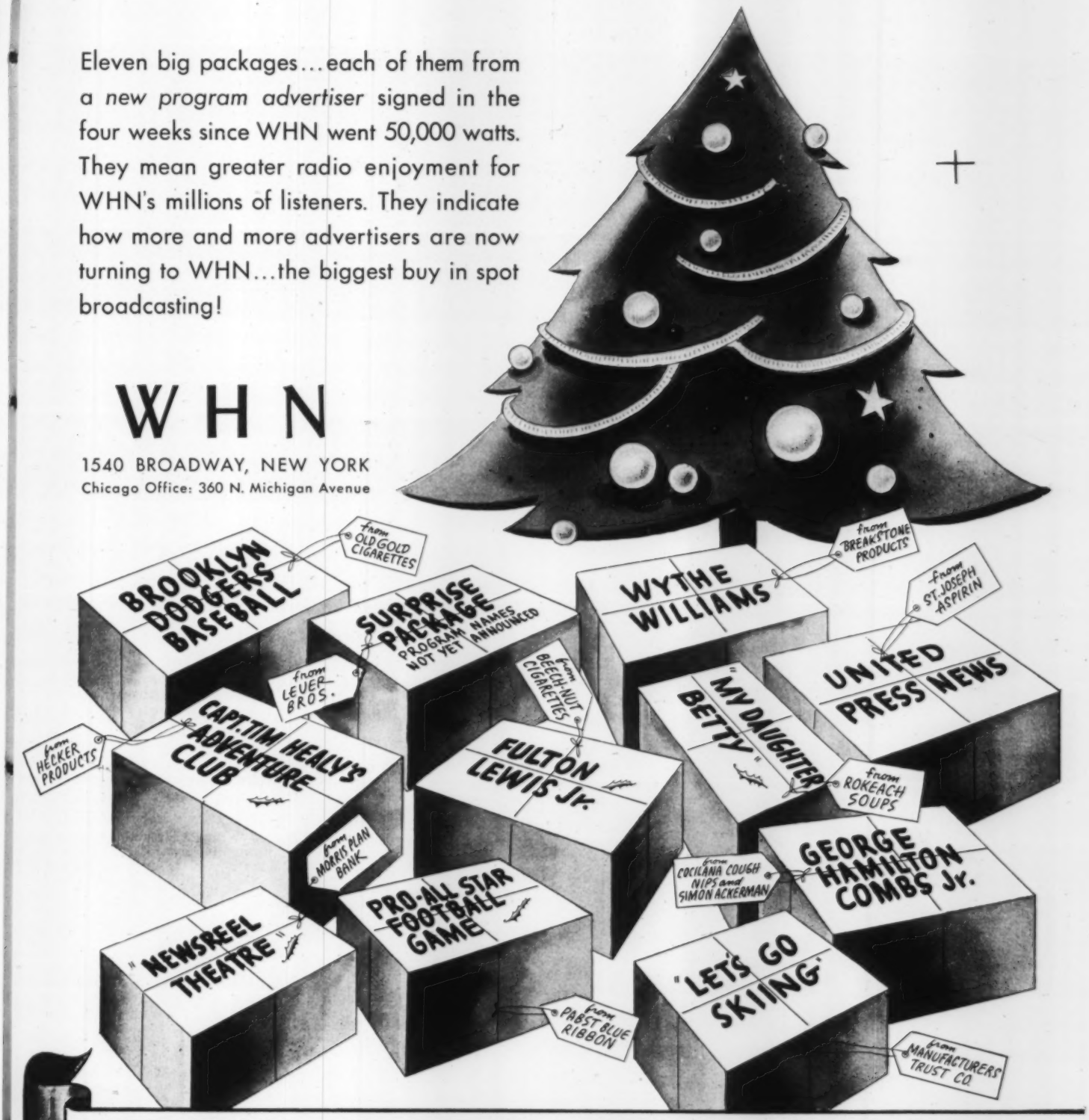
Wow! WHAT A CHRISTMAS FOR NEW YORK LISTENERS!

Eleven big packages...each of them from a *new program advertiser* signed in the four weeks since WHN went 50,000 watts. They mean greater radio enjoyment for WHN's millions of listeners. They indicate how more and more advertisers are now turning to WHN...the biggest buy in spot broadcasting!

WHN

1540 BROADWAY, NEW YORK

Chicago Office: 360 N. Michigan Avenue



50,000 WATTS—AMERICA'S MOST POWERFUL INDEPENDENT STATION

Reports Revived of Merging FCC, Other Federal Bureaus

Wholesale Transfers of Agencies to Other Cities Brings Official Talk of Bureau Consolidations

REVIVAL of official reports involving creation of a department or bureau of transportation and communication, which would embrace the FCC, ICC, CAA and other Governmental agencies identified with regulation in these fields, developed in Washington last week following passage of the Overman War Powers Act and the Executive Order transferring a number of bureaus and agencies from Washington to the field.

In the war hubbub, with developments taking place overnight, there appeared to be no well-defined activity toward creation of the new department, probably with cabinet rank, but in high quarters it was reported the project had been revived.

Some four years ago a proposal for creation of such a department, which would embrace all agencies in the transportation and communications fields, got under way. There were consolidations subsequently, but the ICC, FCC, Federal Trade Commission and CAA were definitely excluded. The President was given powers to consolidate other agencies, however.

Many Offices Moved

Ordered removal from Washington of the SEC, U. S. Patent Office and several other agencies and bureaus took Washington completely by surprise, even though there had been sporadic reports of such contemplated moves since the national emergency developed. Budget Director Harold D. Smith announced the drastic actions after consultation with President Roosevelt. The moves were formalized by an executive order and will take place within 30 to 60 days, with agencies removed probably for the duration to such widely separated areas as Pittsburgh, St. Louis and Chicago.

These geographical moves are designed to make room for an influx of some 40,000 additional war workers. Whether the FCC would be affected in the geographical moves is problematical, though in Congressional quarters it was stated there appeared no reason why all agencies save the War and Navy Departments and those essentially part of the war high command should not be moved from Washington.

These physical moves, however, have nothing whatever to do with the reported consolidation of regulatory functions. The FCC is labelled a defense agency. Since the war developed, it has functioned under the Defense Communications Board, an established part of the war operation. DCB could not be moved from Washington since its membership of five is made up of representatives of the War, Navy, State, Treasury (Coast Guard) and the FCC, with Chairman James Lawrence Fly heading the board.

Chairman Fly declared last week he had heard nothing about moving the FCC out of Washington in whole or in part. He emphasized the Commission's close tie-up with defense activities. Budget Director Smith, however, apparently has kept his own counsel on agency removals. The orders of the preceding week, for example, came as a surprise to the agencies affected and to most of Washington's officialdom.

Power Under Law

The War Powers Act authorizes the President to make such redistribution of functions among executive agencies as he may deem necessary for the national security and defense and for successful prosecution of the war. He can redistribute any functions, duties and powers hitherto by law conferred upon any executive department, commission, bureau, agency, governmental corporation, office or officer as he regards "best fitted to carry out" the purposes of the Act.

Under Section 2 of the act, the President is authorized to "utilize, cordinate or consolidate any executive or administrative commissions, bureaus, agencies, governmental corporations, offices or officers now existing by law" and transfer any of the duties or powers from one existing agency to another. He also is authorized to abolish any bureau and confer its duties upon some other department or bureau, but the latter authorization would require recommendations to Congress.

The War Powers Bill was enacted by Congress during the week of Dec. 15 and signed by the President Dec. 18. Under it he created the Office of Censorship, headed by Byron Price.

The original Government reorganization committee, appointed by the President several years ago and headed by Louis Brownlow, former District of Columbia Commissioner, originally had recommended consolidation of the transportation and communications agencies. This plan was dropped, however, insofar as it affected certain of the key independent agencies including the FCC, after committees of Congress specifically exempted them from such moves.

There would be plenty of opposition, it is thought, to the lumping in of the FCC with other agencies engaged in regulation of communications and transportation, because of the difference in regulatory functions. Public utility common carriers are affected in virtually every phase, save that of broadcasting.

Moreover, there is now pending before both the House and the Senate separate bills to reorganize the FCC by setting up two autonomous divisions of three men each, one to handle public communications, or broadcasting and its related services, and the other private communications, including handling all of the utilities operations. The chairman of such a reorganized commission would be the executive officer. Hearings tentatively are scheduled before the House Iinterstate & Foreign Commerce Committee between Jan. 15 and Feb. 1 on the Sanders Bill.

Should the legislation propose creation of a new department, with cabinet status, Congressional approval would be required. If, on the other hand, it simply entailed consolidation of agencies, under an existing department or a new independent establishment, no new legislation would be required, under the War Powers Act.

WMT Explosion Reports

WITHIN 3½ hours of the explosion at the shell-loading plant at Burlington, Ia., Dec. 12, WMT, Cedar Rapids-Waterloo, Ia. had made arrangements with KBUR, Burlington to feed WMT a special broadcast from the scene.

APPEAL FOR PAINTERS went unanswered because of defense boom, so staff members of WTAR, Norfolk, Va., spent the afternoon of Dec. 13 with paint pots and brushes getting the studio ready for the test blackout that night. Putting the opaque touch to the windows are: (l to r) John New, sales manager; Campbell Arnoux, general manager; Henry Cowles Whitehead, program director; Mrs. Edward Enright, commercial traffic department; Adele Barrett, musician; and Bailey Barco, organist. At the mike, John Eric, staff announcer, rehearses under difficulties.

WOOD Is Granted Increase to 5 kw.

KWTO Given Modification; Boosts for WSUI, WCNW

DISPOSING of a long-pending case, the FCC last Tuesday granted WOOD, Grand Rapids, a construction permit to increase its power from 500 to 5,000 watts on 1300 kc., sharing with WASH, which uses the same transmitter also in Grand Rapids and using a directional antenna at night. It also dismissed as moot a petition to reconsider and grant the application.

KWTO, Springfield, Mo., was granted an application for modification of construction permit for changes in directional antenna to afford better protection to KLZ, Denver, and KFDM, Beaumont, operating on 560 kc. A joint petition for rehearing, filed by the Denver and Beaumont stations, was dismissed upon request of the stations.

WSUI Increase

WSUI, Iowa City, operated by the State University, was granted a construction permit to increase night power from 1,000 to 5,000 watts and make changes in its directional antenna. It operates unlimited time on 880 kc.

WCNW, Brooklyn, was granted a construction permit to change frequency from 1600 to 1190 kc., increase power from 250 watts to 1,000 watts, and change hours of operation from specified to limited to WOWO, Fort Wayne, Ind. The grant was subject to proof of performance.

B & W Changes Format

FOR FEAR of disclosing information to the enemy of the present strength and location of American military units, Brown & Williamson Tobacco Co., Louisville, will change the format of its NBC-Red *Wings of Destiny* program, discontinuing dramatizations of authentic stories from the files of the Air Corps. Starting Jan. 2 the program plans to base its dramas on aviation fiction, and because of priorities also will abandon the weekly prize of a Piper Cub airplane. Agency handling the account for Wings king-size cigarettes is Russell M. Seeds Co., Chicago.

Mueller Anniversary

C. F. MUELLER Co., Jersey City, N. J. (macaroni & spaghetti), is planning a large consumer advertising campaign in all media, keyed to the celebration of its 75th anniversary throughout 1942. Now using several local shows and sponsoring *Mark Hawley News* on 13 CBS stations, company expects to expand radio activities in commemoration of the anniversary. Agency is Maxon Inc., New York.

PERFORMING RIGHTS to "Marcheta", one of the classics of American music, have been acquired by BMI through its affiliate, the M. M. Cole Publishing Co.

Many Executives Influence Time-Buying

You can sell men who make time-buying decisions through promotion in Printers' Ink

ADVERTISERS are like families. Just as your station offers advertisers complete family coverage, so PRINTERS' INK provides radio stations with coverage of the family of executives who contribute to advertising decisions . . . advertising, management, sales and agency executives.

In every firm there are varying opinions. If an advertising campaign has proved successful, there will be those who hold the time ought to be increased. Others will demand that sales and advertising be expanded into new territories instead. Still others may encourage the use of a national medium to take the place of local advertising.

And, when all the opinions, ideas, and facts are chipped into the hopper, out will come *one* decision. It will say: "Your station is on the list," or "Sorry—next time, maybe."

You can use the advertising pages of PRINTERS' INK to convince advertisers of the merits of your market. It is the one medium for station promotion more truly balanced than any other in its appeal to the important branches of executive decision.

Direct contact with people who make advertising decisions in all industries, from air-conditioning to wearing apparel, is yours through PRINTERS' INK, because it is the only publication edited to help all business move its products and services.

All advertising media combined (newspapers, radio stations, magazines, farm papers, business papers, outdoor and transportation services) invest more money in PRINTERS' INK than in any other medium. Put it to work for *you* now on the largest A. B. C. identified audience of manufacturers, advertising agencies and commercial service organizations.

A CASE IN POINT

PRODUCTS: Food and liquor.

APPROPRIATION: Over $1,000,000.

QUESTION: What officials are factors in determining the media you use?

ANSWER: In our company, we have our advertising department. This department is under the supervision of the vice-president. We have an agency where they assign a man to our account. The agency has a media man whom we depend upon for guidance, working with our advertising department. Our president and vice-president finally "sit in" to hear recommendations from our agency and advertising department on media and programs. We generally discuss far in advance our problems and develop together the "theme."

PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales

185 MADISON AVENUE • NEW YORK, N. Y.

AFRICA and "somewhere" on the Egyptian front are the next possible stops for uniformed Tor Torland, former ace announcer and newscaster of KOA, Denver, shown with General Manager Lloyd E. Yoder. Tor was home for a brief leave of absence after resigning to enlist in the American Ambulance Field Service.

CBC News Progress

FOLLOWING a year of operations, the Canadian Broadcasting Corp.'s news service occupies 20% of all CBC broadcasting hours. The CBC news bureau was started Jan. 1, 1941, using wire services of Canadian Press and British United Press as well as news picked up by the CBC shortwave receiving station at Ottawa. Because of the interest in news, the CBC explains, it started its own news bureau where news would be edited to suit the needs of broadcasting, rather than take news edited by outside sources.

Value of Radio News Service Stressed in Sarnoff Report

Sole Aim of RCA Next Year Is to Help Win War and Aid Peace That Follows; Radio's Role Untold

TODAY'S radio news service parallels in importance its entertainment value, David Sarnoff, president of RCA said in his annual year-end statement last week and he added that radio enters 1942 with but one aim—"to win the war and to win the peace that follows."

"The facility and speed with which radio has rallied the nation from an unlimited emergency to a wartime basis," Mr. Sarnoff said, "emphasizes the value of network broadcasting as conducted in the United States. Interrupted by news bulletins, radio continues its musical programs, comedy and drama, for these are recognized as revitalizing tonics, needed more than ever in the busy days and nights of war.

Flexible Service

"Radio's instantaneous reports from the Pacific and the eyewitness coverage of the war in Europe and Asia as the NBC circuits switched from continent to continent, from island to island, revealed as never before the flexibility with which broadcasting performs its service to the people. They hear history before it is written."

The RCA president pointed out that the corporation's manufacturing plants are employing more than 30,000 persons and that of the volume of unfilled orders 80% are for defense and 20% commercial. Because of the times, he said, the specific achievements of this period will come to light in later years in much the same way that the wartime developments of the radiophone, shortwaves and vacuum tube were revealed after the Armistice of 1918. In that connection, television, Mr. Sarnoff said, holds great promise of becoming a new radio service to the public.

When the victory is achieved, Mr. Sarnoff concluded, radio will be at the "ready" for the important postwar role which will be assigned to it by peace.

Maj. Gen. James G. Harbord, veteran of the first World War and chairman of the board of RCA, also alluded to the post-war place of television in his year-end statement.

"Television," according to Gen. Harbord, "is in much the same position as the radiophone in the first World War. Then wireless was beginning to find its tongue; radio for the past few years has been opening its electric eyes. The military value of television has yet to be revealed".

Gen. Harbord said that behind the curtain of military secrecy, scientists in their research laboratories are in the front lines of national defense. Their discoveries might turn the tide of battle. But in wartime science must of necessity withhold its big news stories.

Too Successful

CALDOW PAINT Co., San Francisco, sponsors the KROW, Oakland noon news. When the Army ordered blackouts in the Bay area, the firm advertised special black paint for window glass. After three broadcasts the sponsor called KROW: "Stop! We're all sold out!"

Ad Booklets Available

BASIC facts about advertising which the public should know are tersely reviewed in a pamphlet published by William E. Rudge's Sons, New York, available at $15 per thousand. The pamphlet was published following the recent joint session of the Assn. of National Advertisers and the American Assn. of Advertising Agencies. It is designed for distribution to the public, and shows how advertising reduces the cost of commodities.

KGU HONOLULU—

is back on the air, carrying on as usual with a full schedule of personalized local programs and a star-studded roster of NBC shows.

KGU is executing national advertising commitments as before.

Represented by THE KATZ AGENCY, Inc.

SOMETHING NEW about cattle brands was learned by Bill Shomette, field representative of WOAI, San Antonio, when he interviewed J. E. Hodges, brand inspector at local yards.

ADVERTISING HELD BASIC IN PROGRESS

ADVERTISING and aggressive selling have helped bring tremendous expansion of new and improved products, according to Prof. Neil H. Borden, of Harvard, who directed the recently completed four-year study of advertising conducted at the university. Addressing the American Marketing Assn. Dec. 29, Prof. Borden summarized findings of the study, on which a 1,000-page report has just been published by Richard D. Irwin Inc., Chicago.

Though in some instances advertising has increased merchandise costs, for the most part advertising and aggressive selling have helped greatly in promoting a growth in material welfare far in excess of the costs entailed, Prof. Borden said. In promoting a dynamic economy, advertising's chief task from a social standpoint is that of encouraging development of new products, he explained.

"It offers a means whereby the enterpriser may hope to build a profitable demand for his new and differentiated merchandise will justify investment," according to Prof. Borden. "From growing investment has come the increasing flow of income which has raised man's material welfare to a level unknown in previous centuries."

The Harvard study, financed by a grant from Mrs. Alfred W. Erickson, of New York, was first suggested by the Advertising Research Foundation, jointly operated by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

IT&T Adds WABC

INTERNATIONAL Telephone & Telegraph Corp., New York, expanding its series of news about Latin America which started recently on WJSV, Washington, [BROADCASTING, Dec. 15] on Dec. 29 adds WABC, New York, Monday through Friday, 6:10-6:15 p.m. Chief purpose of the broadcasts, which the sponsor airs without commercials, is to bring the Americas closer together and foster the Good Neighbor Policy. Agency is Marschalk & Pratt, New York.

FRED WARING has composed a special song for the student flyers of the Naval Air Training Base at Pensacola, Fla., and will play it for the first time, on his *Pleasure Time* broadcast for Chesterfields, Friday, Jan. 2.

Stops Criticism

TO ALLAY public criticism of foreign language broadcasts as to their need and purpose, WBNY, Brooklyn, is preceding all foreign language newscasts with the following English announcement: "WBYN is about to broadcast an authenticated AP news program in the (name of foreign) language, in order that many loyal Americans in our audience who can be effectively reached only in (name of language) may be accurately informed of the news. We ask our English-speaking listeners to remember that it is of vital importance to civilian morale that these good people receive accurate news reports, lest they turn to shortwave propaganda from enemy countries."

Krueger on WOR

G. KRUEGER BREWING Co., Newark (beer and ale), has purchased *Go Get It*, audience participation treasure-hunt show on WOR, New York, Wednesday 8:15-8:45 p.m., and will start sponsorship Feb. 4. Series has been a WOR sustainer for the last several months, is owned by Mary Chase, directed by Robert Shayon, with Joe Bolton and Bob Emery as masters of ceremonies. Compton Adv., New York, handles the account.

KSFO Names Weed

LINCOLN DELLAR, general manager of KSFO, San Francisco, has announced that Weed & Co. has been appointed national representative of the station.

PAUL GLASS, noted for his research work on classical music, has transcribed and edited "The Old Master Series" for the BMI repertoire of radio and concert orchestra music.

FAVORITE READING
Ex-KROD Announcer Looks For Trade News

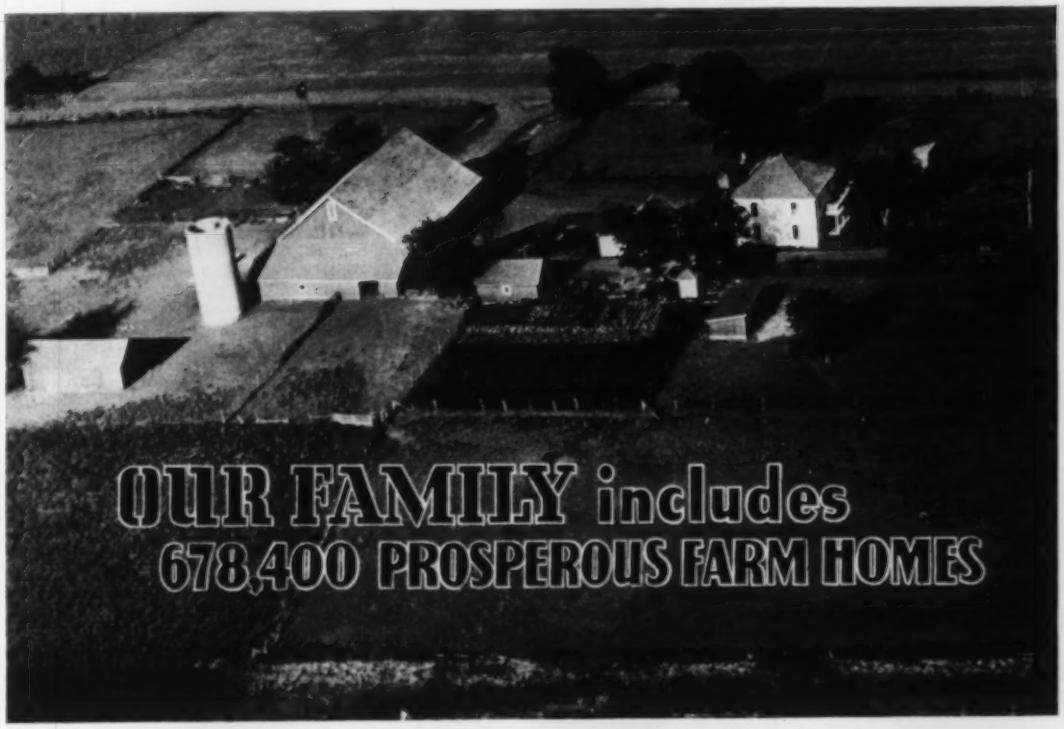
Editor, BROADCASTING:

Just a short note since I'm minus a typewriter. Rather distressing since I'm not much of a penman. However, wanted to ask you if my copies of BROADCASTING were on their way. Miss that magazine more than anything else. However, I could go for a cup of Maxwell House Coffee and a hamburger. You never miss a thing 'til it's gone.

England is quiet now. No Jerry's have been over for some time. That is, enough to really warm things up.

Oct. 29, 1941. JAMES SIMS.

(Editor's Note—Mr. Sims was formerly of the engineering staff of KROD, El Paso, and now is with the Civilian Technical Corps at a Royal Air Force station in England.)



Give serious consideration to developing the farm market for a long swing. It will be far easier to entrench yourself with the farmer today than when competition for his steady, "parity-plus" income becomes universal.
MARKET LETTER.

Like all other members of OUR FAMILY, farm listeners have confidence in WIBW. To them, your "commercial" is the personal recommendation of a friend and neighbor. Small wonder WIBW has such an enviable reputation for winning rapid, whole-hearted acceptance of its advertiser's products.

Add to this the fact that WIBW is grounded in soil with the highest conductivity rating in America . . . our 5,000 watts on 580 kc which does the work of a million watts at the other end of the dial . . . and you have the reason why WIBW advertisers get results in five states.

TIE UP THIS FARM MARKET ONCE AND FOR ALL WITH WIBW!

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

As usual KTAR was there

SANTA CLAUS picked a typical December night in Phoenix for his annual before Christmas visit. Instead of snow, ice and sub-zero weather for a greeting he was welcomed by one of the Valley of the Sun's beautiful "Sun-Glasses Girls". He was surrounded by thousands of starry-eyed, hatless and mittenless youngsters of every age. Old Saint Nick might have felt a little strange had it not been for the friendly company of a fellow traveler . . . Arizona's most popular giver of gifts . . . KTAR.

KTAR

PHOENIX, ARIZONA

Key Station of the

Arizona BROADCASTING CO. Inc.

Represented Nationally by

PAUL H. RAYMER COMPANY

New York Chicago Cleveland Detroit

San Francisco Los Angeles

ABC RADIO IN ARIZONA

★★KTAR-Phoenix

★★KVOA-Tucson

★★KYUM - Yuma

★★KGLU-Safford

★KCRJ - Jerome

★KWJB - Globe

★KYCA-Prescott

★★ NBC RED and BLUE Network Stations

★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Who's Who at the DCB

MAJ. GEN. DAWSON OLMSTEAD

NEWEST MEMBER of the Defense Communications Board, which is functioning as a sort of super-FCC during the United States' war effort, is Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army. Gen. Olmstead became a DCB member automatically on Oct. 24, 1941, when he succeeded Maj. Gen. Joseph O. Mauborgne, now retired, as Chief Signal Officer. But under terms of the Executive Order setting up DCB 15 months ago, as the Army's communications head he officially is the third ranking board member—following Chairman James Lawrence Fly and Rear Admiral Leigh Noyes, Director of Naval Communications, who holds second rank because of seniority.

Extensive Background

In the Army since 1906, when he was graduated from the U. S. Military Academy at West Point, Gen. Olmstead is widely recognized for his grasp of the communications problems encountered by the military, particularly in wartime operations. His reputation in this line has derived from his activities both in the field and as a director of instruction in communications.

Born in Corry, Pa., on May 21, 1884, Gen. Olmstead was appointed to West Point in 1902, graduating four years later. Continuing his schooling, specializing in communications, he was graduated in 1909 from the Army Signal School. In 1924 he was also a distinguished graduate of the Command & General Staff School, and 10 years later, in 1934, he was a graduate of the Army War College.

Before the first World War Gen. Olmstead's service was primarily in the field artillery, although he had served with the Signal Corps by detail as early as 1909, when he was helping develop telephone and wire equipment for the field artillery. During the World War he served in the Office of the Inspector General, American Expeditionary Forces, and commanded the 50th and 75th Regiments of field artillery. Since the war he has had many Signal Corps assignments, in the field and in the Office of the Chief Signal Officer.

In the field he served as Officer in Charge of the Signal Section of the New York General Depot, as Division Signal Officer and Department Signal Officer in Hawaii, as Officer in Charge of the Alaska Communications System, and more recently as Commandant of the Signal Corps School, Commanding General, Fort Monmouth, N. J., and president of the Signal Corps Board.

In the Office of the Chief Signal Officer, before himself becoming the No. 1 officer, Gen. Olmstead saw duty as Officer in Charge of the Supply Division, as Executive Officer, and as Acting Chief Signal Officer for several periods. He was named Chief Signal Officer on Oct. 24, 1941.

Married to Elizabeth Heath on Jan. 1, 1908, Gen. Olmstead is the father of a son and two daughters—Capt. D. H. Olmstead, F. A., on duty in the Office of the Undersecretary of War; Mrs. Elizabeth O. Dootson, Berkeley, Cal.; Miss Georgia Olmstead, now a student at American U in Washington.

A member of Washington's Army & Navy Club, a principal center of the capital's service social life, Gen. Olmstead's hobbies are fishing and boating.

Raid Signal Plan

AN AIR-RAID signal plan, submitted to the Government by Robert A. Catherwood, general manager of WWRL, New York, whereby low-powered radio stations would be utilized to warn of approaching air raids is being considered by the DCB, according to word received by Mr. Catherwood from FCC Chairman Fly. The WWRL plan which was also submitted to the NAB, would require listeners to leave their radios on before retiring each evening. Low-powered stations which ordinarily sign-off at midnight would stand by without broadcasting programs, but ready to sound an air raid alarm and the later all-clear signal. Listeners could sleep and be awakened only by an actual air raid alarm.

Wins WSFA Contest

RENA STONE, secretary to John Hymes, timebuyer of Lord & Thomas, New York, has been awarded first prize of $25 in a contest conducted by WSFA, Montgomery, Ala. for secretaries of agency timebuyers. Station sent out a booklet brochure, titled "Story of WSFA", and secretaries were to show the booklet to their boss, and jot down in 50 words, his remarks. Second prize of $15 was awarded Flora S. Jack, N. W. Ayer & Son, Philadelphia, and third of $10 to Rosemary Kelly, Ruthrauff & Ryan, Chicago.

WNBT, NBC's television station, will celebrate New Year's Eve by taking televiewers to the famous Rainbow Room atop Radio City to follow the celebrations as 1941 is ushered off the calendar.

Not just a Holiday Wish . . .
SOMETHING WE'LL WORK FOR
TWENTY-FOUR HOURS A DAY—
A
VICTORIOUS NEW YEAR
to every American!
WNEW NEW YORK
1130 ON THE DIAL
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!

Muzak's W47NY Starts Schedule

Represents Test of New FCC Service-for-Fee Idea

W47NY, New York's newest FM station, quietly commenced regular operations last week, after several weeks of testing. Owned by Muzak Corp., W47NY's 13 hours of daily programs consist of transcribed music sent to the transmitter atop 70 Pine St., third highest building and second highest FM location in New York, from the Muzak studios. Ben Selvin, Muzak vice-president, is in charge of programming for the station.

Only non-musical items on the schedule are important news bulletins which will be interjected into the broadcasts as they are received on the United Press ticker at the transmitter, where Walter Graham heads the technical staff operating the 3-kw. General Electric transmitter.

General manager of the station, in charge of operations and sales, is P. K. Leberman, veteran broadcaster whose radio career began with the Navy and who is owner of KRSC, Seattle, as well as president of *Family Circle* magazine, whose subsidiary corporation, FM Radio Broadcasting Corp., has an application for an FM license awaiting FCC action. This company acquired a transmitter and the site at 70 Pine, which have now been turned over to Muzak for use by W47NY.

Muzak also has received from the FCC an experimental license for an FM station to be operated on 117.65 mc. and to be operated in such a manner that its programs will be available only to subscribers to the station's service. This will be done by broadcasting along with the programs a discordant note which can be tuned out only by listeners equipped with special receivers to be supplied by Muzak at a rental fee. In granting this license, the FCC expressed interest in this first attempt of a broadcaster to collect for service directly from the listeners instead of from advertisers. This would be a radio adaptation of the basic Muzak operation of supplying continuous musical programs uninterrupted by speech to restaurants, hotels, etc., by wire on a fee basis.

Lewis for GE

SHORTLY after the first of the year, General Electric Co., Cleveland (incandescent lamp division), will replace the "Co-ed Contest" feature of its NBC-Red *Hour of Charm* program with a five-minute news spot featuring Fulton Lewis jr., MBS news analyst. Mr. Lewis will report on material prepared under the direction of the Division of Information of the Office for Emergency Management with special reference to priorities. Agencies handling the account are BBDO, New York, and Foster & Davies, Cleveland.

1888 Scott Howe Bowen 1941

SCOTT HOWE BOWEN

SCOTT HOWE BOWEN, one of radio's pioneer commercial developers, died Dec. 22 at his winter home in West Palm Beach, Fla., following a brief illness. He was 53.

In addition to his widow, he leaves three sons, Scott Jr., 28; Frederick Clement, 18; and Roger Conant, 16. He also is survived by a sister, Mrs. John Garfield, of Cleveland. A nephew, John Garfield Jr., is a salesman on the staff of WGAR, Cleveland. Mr. Bowen had two stepchildren also, a son and daughter.

President and owner of WIBX, Utica, Mr. Bowen had taken over active direction of the station about six years ago, following dissolution of Scott Howe Bowen Inc., pioneer spot broadcasting firm which was largely responsible for placing of many of radio's early accounts on the air. He dissolved his spot company after exclusive station representation came into vogue, and because of impaired health.

Mr. Bowen died following a long illness which kept him in a hospital in Syracuse practically all last summer. About a month ago he went to his winter home in Palm Beach, but shortly after arrival was forced to return to a hospital.

One of radio's most colorful figures and a master salesman, Scott Bowen had a dynamic career. He had owned WIBX while directing the activities of his spot sales organization, but regarded it as a testing laboratory.

Test Pilot in First War

Scott Bowen served in the first World War as a test pilot for the U. S. Air Service. He spent several years in the advertising field with numerous publications, and left Conde Nast and *Collier's* in 1927 to form Scott Howe Bowen Inc. Then the largest independent commercial enterprise in radio, he was largely responsible for placing on the air such accounts as Chevrolet, Buick, Dodge, Chrysler, Quaker State Oil, Continental Oil, Beechnut, Philco, Bulova Watch, Benrus Watch, Gillette, Canada Dry and A&P.

Scott Howe Bowen was born in Elyria, O., Nov. 27, 1888, the son of Samuel Howe Bowen, scion of a New England family that traces its lineage to the Mayflower Pilgrims. His mother was a descendant of Thomas Hooker, founder of Hartford, Conn., and first Colonial governor of that state. Her father was Martin Webster Pond, a grand nephew of Noah Webster. He had emigrated to Ohio by ox-cart in 1819.

He attended Oberlin Preparatory School and matriculated at Oberlin College in 1908, only to be forced to leave because of a breakdown in health. He then went to the U of Colorado for a year and finally entered Harvard. But after a year at Harvard his family met financial reverses and he had to go to work. His first job was as a reporter on the old *Cleveland Leader*.

He left the paper after a year to become publicity manager of the Cleveland Bell Telephone Co. and later joined the Baker Electric Co. as assistant advertising manager. In 1914 he joined a Cleveland printing company, with which he remained for two years. In 1916 he became interested in aviation and promoted a company to market an automatic control device for aircraft.

One month after the United States entered the war, young Bowen enlisted in the aviation section of the Signal Corps. He was commissioned a second lieutenant after a training course and became a pilot. He was one of the first two or three hundred pilots to be commissioned by the Army. He became an experimental and test pilot in 1917, headquartering at Langley Field, Va. It was not until the very eve of the Armistice that he was attached to a bombing squadron scheduled for duty in France. Disappointed, he secured his discharge on Nov. 12, 1918.

After the war, Scott Bowen joined McGraw-Hill as a copy writer. Later he formed Technical Publicity Inc., specializing in trade paper publicity. Then he joined the Frank Presbrey Agency as a new business executive. Successively he worked at various enterprises until in 1926 he became eastern advertising manager of *College Humor*, which he left to handle Pennsylvania and Southern advertising for *Collier's*.

In 1927, while with *Collier's*, he saw the power of radio advertising when that magazine, through its broadcasts, increased its circulation from 125,000 to 850,000 in a short period. He wrote the Department of Commerce for a list of stations, sent all of them a letter offering to act as their sales representative, secured 85 signed contracts.

COURT CLARIFIES EMPLOYER RIGHTS

AN EMPLOYER may freely speak his mind on labor issues, so long as he does not attempt to coerce his employes or restrain their organization, the Supreme Court held last Monday. The decision is expected to have a definite effect on the administration of the Wagner Labor Relations Act and the activities of the National Labor Relations Board, since statements by employers on labor issues have been a principal basis for unfair labor practice actions by the NLRB.

Associate Justice Murphy, who wrote the opinion for the seven court members participating in the decision, declared the Wagner statute does not enjoin an employer from expressing his "view on labor policies or problems", although "in determining whether a course of conduct amounts to restraint or coercion, pressure exerted vocally may no more be disregarded than pressure exerted in other ways".

The decision, arising from an NLRB order directing Virginia Electric & Power Co. to disband an independent union of its employes, is regarded as significant to the communications industry in view of the long-term relationships between company managements and leaders of the industry's independent unions.

Standard Oil Continues

STANDARD OIL Co. of Indiana, Chicago, will not decrease its 1942 advertising budget. Decision to discontinue weekly half-hour *Auction Quiz* on Jan. 9 on 47 NBC-Blue stations was made some weeks ago, it was explained, and the company, it is predicted will shortly be back on the air with either a new network program or possibly a transcribed spot campaign. McCann-Erickson, Chicago, is agency.

Sunkist Plans Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist lemons), supplementing its thrice-weekly quarter-hour CBS *Hedda Hopper's Hollywood*, on Jan. 5 starts a 13-week campaign using five spot announcements weekly on stations in 20 eastern and southern markets. Following a three months lapse, the schedule will be resumed in July. Agency is Lord & Thomas, Los Angeles.

"DARK FANTASY"
Originating in WKY's Studios for
NBC RED NETWORK
Fridays 11:30-11:55 p. m., C. S. T.

DEATH STALKS A SACRED COW!

"SOUTHERN RIVERS"
An All-Negro Program of the Old South Originating in WKY's Studios for the
NBC RED NETWORK
Fridays 11:05-11:30 p. m.
C. S. T.

WKY has made boloney out of the sacred cow of big-time radio that the major crop of hinterland studios is corn.

No double standard of programming exists at WKY. Facilities, staff and talent are maintained continuously to provide programs of local flavor and appeal as attractive and polished as any network show.

Specimens of WKY productions have been aired frequently over NBC in recent years. Currently, WKY enjoys the rare distinction of being one of the very few stations outside major production centers to originate a dramatic series for NBC's coast-to-coast Red network. This, to be sure, is acknowledgement from headquarters that the "sacred cow" is dead at WKY.

And this mystery drama, "Dark Fantasy", is preceded the same evening on NBC Red by still another sample of WKY's "know-how" when the all-Negro "Southern Rivers" originates in WKY's studios.

The identical skill, experience and effort applied to these network programs are employed in dozens of local WKY programs every week. Each is skilfully moulded to the needs of advertisers and the acceptance of an audience which it keeps bigger and happier than that of any other Oklahoma station.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC

Shortwave Stations Rally to the Call

Truth About News Given Foreign Countries Via Broadcasts

WITH THE coming of war to America, the country's shortwave broadcasters rallied to the call just as enthusiastically as domestic broadcasters, increasing their already prodigious task of spreading what they had long before realized to be the most effective propaganda—the plain unvarnished truth about world events—to the four corners of the globe.

The men and companies operating shortwave stations are the same who have made our American system of broadcasting the greatest in the world—CBS, NBC, Crosley, General Electric, Westinghouse—names of pioneers in broadcasting at home as well as abroad.

Costly Operations

Last year, for direct operating expenses not including the part-time services of executives and personnel on the payrolls of the domestic stations owned by these companies, they spent something like $1,500,000 for shortwave broadcasting. During that time, NBC and Crosley, first to begin experiments with the sale of international broadcasts to American advertisers, took in less than $100,000 in commercial revenue between them.

Last year also, in accordance with the FCC ruling that all shortwave stations have a minimum power of 50 kw., all of these companies made sizable investments in new or improved facilities, CBS alone spending $500,000 for its new transmission plant at Brentwood, L. I.

G-E, proud possessor of the country's most powerful shortwave station, WGEO at Schenectady, is currently dismantling the WGEO transmitter for shipment to the Pacific Coast for operation by the Federal Government to reach the Far East, augmenting the job now being performed solely by KGEI, G-E station in San Francisco. Until another superpower transmitter can be assembled, WGEO will use its former 50-kw. transmitter for service to Europe and Latin America.

Last year also saw the inception of three Latin American networks, affiliated as branches with NBC, CBS and WLWO in much the same manner as are networks in this country, except that instead of receiving their programs by wire lines from the originating stations these networks below the Rio Grande get their programs from the United States by shortwave radio for rebroadcasting locally.

International broadcasting began in this country at almost the same time as domestic broadcasting, but at the outset the important thing was not programming, but research, as radio engineers began to experiment with higher frequencies than those in the standard broadcast band.

But the early programs, chiefly rebroadcasts of the schedules of domestic stations, soon began to attract an audience abroad and before many years had passed American shortwave broadcasters were building programs especially for their foreign listeners.

European Propaganda

It was not, however, until the late 30's that the use of the shortwaves by various European governments for propaganda purposes made American broadcasters conscious of the need for a positive counter propaganda of our own, especially in programs for Latin America, which was being bombarded with the sales talk of the dictatorships from abroad.

And it was then the conclusion was reached that the best propaganda possible for America and the democratic way of life was something no dictator dared to use, the broadcasting of straight news, uncolored or uncensored.

Today as never before the emphasis in our international broadcasting is on news. WLWO, 75-kw. Crosley shortwave station which is temporarily the country's most powerful, broadcasts 36 news periods a day in 12 different languages. Four of these—English, German, Spanish and Italian—originate in the station's own studio's; the other eight come through an exchange arrangement with G-E and CBS.

Similarly, many of NBC's programs are also beamed abroad by WBOS, Westinghouse station in Boston. Such exchanges provide wider distribution for these programs, with several transmitters beaming them simultaneously at various vantage points, sending a

RACE AGAINST TIME was staged by Paul Sherman, announcer of WAAT, Jersey City, with John Zena, a painter blacking-out the WAAT windows, according to the legend attached to this photo.

When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL MERCHANDISING SERVICE

RETAIL STORE DISPLAY

Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS

Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.

STEADY NEWSPAPER PROMOTION

30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency : National Representatives

New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA. 5000 Watts · 1250 K. C.

MUTUAL BROADCASTING SYSTEM

A NEW GIANT!

KPAS

Pasadena, Calif.

10,000 WATTS DIRECTIONAL

UNLIMITED TIME

The only commercial station serving the Pasadena Market, the RICHEST market per capita in the Nation

+ PLUS +

Thorough coverage of SOUTHERN CALIFORNIA

•

11-10 on your dial.

AROUND THE CLOCK KPAS 11-10 ON YOUR DIAL

KPAS

Pacific Coast Broadcasting Co.

Studios in the Huntington Hotel, Pasadena, and Hollywood.

French newscast, for example, to France and to French West Africa at the same time.

Second only to news in importance in the shortwave schedules are the speeches of President Roosevelt and other United States Government officials. When the President speaks, his voice is carried around the world, and when he has finished his words are repeated in a score or more translations, each sent straight to the country speaking each language.

Feature Programs

But the programs shortwaved abroad are not all newscasts nor speeches of State. Fine musical programs, such as CBS's *Sunday Evening Hour*, NBC's *Metropolitan Opera* broadcasts on Saturday afternoons and WLWO's Cincinnati Symphony concerts on Saturday evenings; programs about American places and people, such as G-E's *Travelogues of the United States;* other broadcasts of such typical American phenomona as prize fights and swing bands—all have large and enthusiastic audiences in Latin America and abroad.

Such a broadcasting service costs money and lots of it—$1,500,000 in 1941, probably more than $2,000,000 in 1942. Why are these frankly commercial companies—except the World Wide stations in Boston, WRUL-WRUW, which are supported by grants from various foundations as a purely institutional effort—all U. S. shortwave stations are owned by companies who are also active in domestic commercial broadcasting, willing to expend such sums with no chance for any appreciable immediate return?

The answer, like the service, is typically American, a mixture of motives, a combination of patriotism and profit. Today they are doing their part to promote the American way of life throughout the world because of their faith in that way of life.

And, when they are successful —when America is successful—the American system of broadcasting, founded on free enterprise and supported by advertising, will become the international system of broadcasting as well, providing future profits for American shortwave broadcasters that will amply repay the effort and expense of their present pioneering.

* * *

In Washington officials of the Office of the Coordinator of Inter-American affairs said last week that a network of communications facilities virtually to blanket Latin America with important broadcasts from the United States whenever an address of significance is scheduled for that area.

As in the case of President Roosevelt's speech Dec. 9, which 48 Latin American stations have reported carrying, other addresses will be piped into all corners of that continent. The OCIA also said that American shortwave facilities are being expanded to compete on more favorable terms with European transmitters. It was pointed out that European nations, now all under German control except Sweden, Turkey and European Russia, have a geographical advantage — for example, Buenos Aires is 6,000 miles from New York.

It is hoped that by March of this year the United States will have 13 international stations in operation, all of 50,000 watts or more. CBS now has antennas for two 50 kw. transmitters—one completed and the other expected to be ready in two or three weeks.

Bitner to Dispose Portion of Shares

Family Will Receive Stock; Grants to WMSD, WTIC

AUTHORITY for Harry M. Bitner, publisher of Hearst's *Pittsburgh Sun-Telegraph*, to sell the larger portion of his stockholdings in WFBM, Indianapolis, to members of his family, was granted last Tuesday by the FCC which simultaneously announced similar permission for deals involving WMSD, Muscle Shoals, Ala., and WTIC, Hartford.

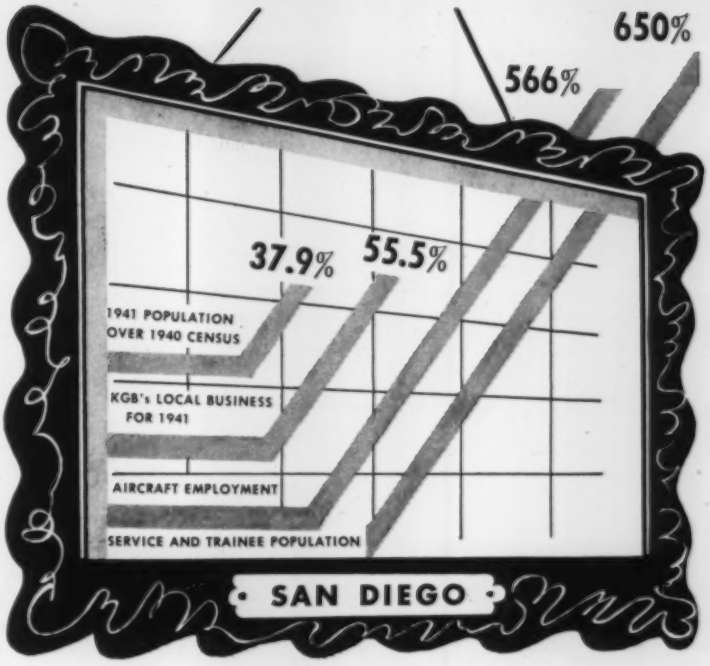
Share Disposal

Of the 1,822½ shares which Mr. Bitner owns out of WFBM's 2,700 total, the newspaper publisher is selling 337½ each to Harry M. Bitner Jr., WFBM business manager, his son; Evelyn Bitner, his wife; and Evelyn H. Pierson, of Pittsburgh, his daughter. Total consideration to Mr. Bitner Sr., who will retain 810 shares, is $75,000. Balance of the station's stock remains intact with Jeanne S. Bitner, wife of Harry M. Jr., having 337½ shares; Jesse L. Kaufman, 220; Ralph Euler, 135; Dorothy Kapner, 135, and Mrs. Pauline E. Schoen, 50.

Muscle Shoals Deal

The Muscle Shoals deal passes the outright ownership of WMSD's 1,000 shares (100%) of common stock from Mrs. Estelle P. Chapman to Joseph Carl Russell and Joseph Wiggs Hart, Nashville architects, and Frank Mitchell Farris Jr., Nashville attorney, previously with the New York Trust Co. Sale price was $25,000. Twenty per cent of the station's stock had previously been held by Horace L. Lohnes, Washington attorney, which he turned over to Mrs. Chapman several months ago for this deal.

The voluntary transfer in the WTIC deal involves the shifting of control from The Travelers Indemnity Co. to The Travelers Insurance Co., an intra-company change. Several years ago the efforts of Travelers to shift the ownership within the company had met with repeated FCC refusals.



A very pretty picture for YOU

Business is wonderful in San Diego right now. Look at the picture above . . . this picture means that millions of extra dollars are pouring into this 1941 boom town over and above the $90,000,000 in purchases made in this market last year. When you consider selling the Pacific Coast, consider San Diego . . . and when you consider selling San Diego, you *must* consider Don Lee Station K G B, the better-than *2 to 1* choice of San Diego radio advertisers.

Here's how KGB has kept pace with San Diego's phenomenal growth:

KGB's LOCAL business in October, 1941, as compared with the local business handled in October, 1940, showed an increase of *55.5%*

KGB's LOCAL business during the first 10 months of 1941 as compared with the total local business handled during the first 10 months of 1940 showed an increase of *55%*

Local station time business, placed with the equally-powered parity-rate, network-affiliated San Diego stations during the week of Nov. 16-22 inclusive:

	KGB	Competitive Station
Local commercial programs, week..	72	30
Local station time, commercial.....	21:10 hrs.	8:30 hrs.

Take a tip from the LOCAL radio advertiser...he KNOWS! His better-than *2 to 1* preference for KGB Service in the San Diego area is proof of KGB Dominance in the busiest, dollar-spendingest market in the West! It's the National Spotters' Paradise.

KGB
SAN DIEGO, CALIF.

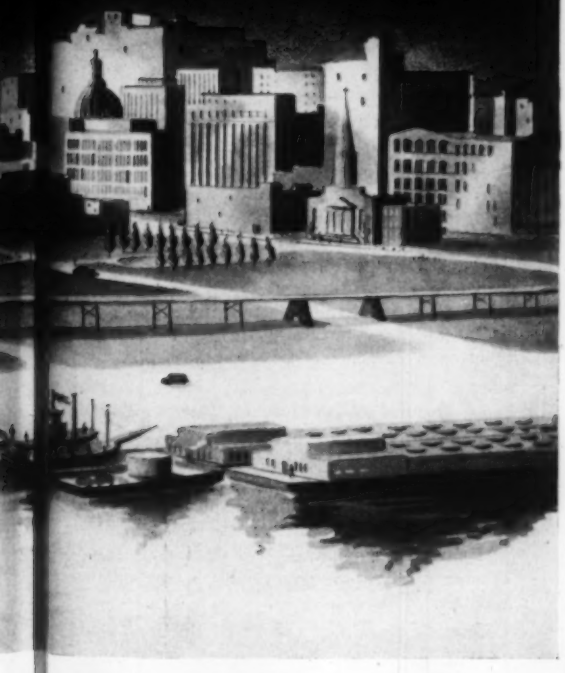
S. W. FULLER, Manager
Represented by Blair
MUTUAL DON LEE
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice Pres., Gen. Mgr.

NBC BASIC BLUE NETWORK • ST. LOUIS, MO.

REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFILIATED

The grab bag system Won't Work

Modern selling demands modern methods. Scientific study of markets and how to reach them is the keynote. Advertisers want lucrative markets. They're on the lookout for "up and at 'em" stations that produce. KXOK and the Mid-Mississippi-Valley Market offer one of the richest combinations in the nation. Population is continually increasing as a result of defense work . . . retail expenditures are climbing . . . industrial employment is 27.8% above last year's figure and defense appropriations are approaching the one billion dollar mark. Here are pointers to more business in KXOK's broadcasting radius penetrating four states in its primary area alone. Write or wire for details of KXOK's solid responsive coverage in this valuable "money maker" market.



KXOK

630 KC. 5000 WATTS DAY AND NIGHT

FILED WITH KFRU, COLUMBIA, MO., • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

BROADCASTING
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Broadcast Advertising

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Subscription Price: $5.00 per year—15c a copy • Copyright, 1941, by Broadcasting Publications, Inc.

Radio's War Niche

SOBERLY but confidently radio enters 1942 —its first full year of war. It is geared for the job, which it knows will be long and arduous. It will contribute everything toward the victory ahead.

What transpired during the fateful and lamented 1941 for radio must be forgotten. Dollar-wise, 1941 probably was radio's biggest year. But overhead skyrocketed, too. Regulatory reforms and innovations, some in force, others deferred or pending, took a heavy toll in tribulation and unrest—and dollars, too.

But all this now adds up to zero. It's no longer what has been, but what will be. The task isn't going to be easy, for there will be heartaches and tears. Radio's responsibility is great, because it is accountable to 130,000,000 Americans, whom it serves as eyes and ears. By shortwave it also is doing a job for the outside world.

Radio's task is to keep the public informed, first and foremost. It must maintain morale, as the medium closest to the fireside. In that responsible position it must also keep America interested and entertained. It must overcome rumor, avoid hysteria and save lives. It must be on the alert every moment.

For three years the nation has been preparing for a war economy. The dramatic events of early December were the culmination of what was expected. All last year national defense was the keynote, as events in the other hemisphere brought the day of actual involvement closer.

It makes no appreciable difference that American radio has no war precedent to follow, for modern wars are fought by nations, not armies or navies alone. The whole American life is undergoing radical change.

European radio has war precedent, dating back to the first onslaughts of Germany's dictator. Radio is a prime military objective. Control of the microphone in subjugated nations came with control of the fortifications and state-houses. But in every instance these were government-owned stations or systems.

With the United States at war, radio by the American plan, privately operated, receives its baptism. It has the confidence of the people because it has never wilfully misled them. It has the confidence of most of those in government, particularly the military.

Every day, every hour, world history is made. Radio is the vehicle for fast conveyance of this greatest story of all time. It appreciates the magnitude of its task and the tremendous responsibility it shoulders.

Radio looks toward 1942 as its greatest year, not in those material things but in preserving democracy in a dictator-infested world. Just as it sells merchandise, service and defense bonds, radio can sell patriotism, loyalty and victory.

The Changed Order

IN EVERY emergency there is talk of a "new order" to meet the requirements of government. Practically every walk of American life will be affected in the changed economy now taking form.

Already there is revived talk of combining related regulatory functions through centralization of agencies. Creation of a department or bureau of transportation and communications, which would combine the FCC, ICC, CAA and other government units now established as separate entities, is being discussed. It is the reappearance of a four-year-old plan espoused by President Roosevelt, but which became only partially effective.

Now under the war powers vested in the Chief Executive through the Overman Act, he has a free hand in Government reorganization. If a department is created, with Cabinet rank, Congressional sanction would be necessary. But if the President should determine that it would best serve the nation's interest to consolidate any or all of these agencies under an existing department, he can effect this without Congressional approval, unless he decides to abolish certain of the functions. In the latter instance, Congressional consent is required.

In meeting the totalitarian assault, many changes in Government are essential. There already have been sweeping changes. If the Chief Executive decrees changes affecting the regulation of radio, through a consolidation of agencies, the industry, of course, will follow through. That, however, does not mean that the industry is precluded from advancing its ideas toward a sounder development.

Perhaps under such a fused regulatory structure, radio would stand to benefit in that it would be only one of many related fields subjected to regulation of a single administrative board or department. There might result more orderly regulation. Moreover, radio repeatedly has demonstrated its ability to meet an emergency by invoking self-regulation, in large measure eliminating the necessity for governmental intercession.

Removal of a dozen or so governmental agencies from Washington to other cities has aroused speculation over the fate of the FCC, entirely apart from the bureau consolidation talk. It is conceivable, according to Government spokesmen, that all governmental agencies except those directly responsible to the military, will be removed for the duration to make room for an expected influx of some 40,000 additional war personnel.

The FCC, there can be no doubt, is more and more a war agency. It is functioning largely as an adjunct of the Defense Communications Board. Members of that board are attached to war operations—two of them high-ranking military officers, one an assistant Secretary of State, and another an assistant Secretary of the Treasury in charge of the Coast Guard. And the fifth member—FCC Chairman James Lawrence Fly — is practically a war cabinet member.

Possibly certain of the FCC functions could be moved. But the headquarters operation, it seems to us, whether under the existing structure or as part of a consolidated agency, should remain in Washington.

The RADIO BOOK SHELF

VOLUME X-b of *Market & Newspaper Statistics* has been released by the American Assn. of Advertising Agencies. Dealing with 71 cities of over 100,000 population in the U. S. and Canada in which newspapers were audited to March 31 and June 30, 1941, the studies include latest figures on population, number of occupied dwellings, income tax returns, audited newspaper circulations, linage, retail rates, differential between retail and general rates and an analysis of those sections of Audit Bureau of Circulation reports which deal with circulation inducements. M&NS is compiled under the direction of the AAAA committee on newspapers with H. H. Kynett, Aitkin-Kynett Co., Philadelphia, chairman, and Lester M. Malitz, Warwick & Legler, New York, vice-chairman. Copies are available to AAAA members at $6 each, the approximate production cost.

A SECOND BOOK of *We Have Been There*, Sunday evening Canadian Broadcasting Corp. talks by prominent Americans and Canadians who have been in the European war zones, is scheduled for publication when the present series of talks is complete. First book was printed on request from 14,500 listeners in Canada, Newfoundland and 37 states of the United States. The book contained the first 21 talks of the series. The second book will start with the broadcast talk of Sept. 28, and is being made available at 25 cents.

DEPARTMENTALIZED analysis of broadcasting today, with emphasis on the listeners' viewpoint and a profusion of illustrative examples taken from actual situations and scripts, is presented in *The Rape of Radio*, by Robert West, director of the Radio Arts Guild of America [Rodin Publishing Co., New York, $4].

We Pay Our Respects To —

JOHN JEFFRY LOUIS

COLLEAGUES of John J. (for Jeffry) Louis, vice-president in charge of radio for Needham, Louis & Brorby, weren't surprised last year when the NBC *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Son, and which he had picked from obscurity six years previous, hit the top Crossley spot.

For Jack, as he is widely known, has pioneered advertising innovations almost since the days when he was an office boy.

Jack's flair for advertising first came to light in early 1916 when he and Charles Daniel Frey, Chicago artist and portrait painter, launched the then new business of supplying art to advertising agencies. His previous two years of apprenticeship in the advertising department of the American Steel & Wire Co., Chicago, proved a practical background.

Jack enlisted in the aviation corps in May, 1917. Quickly convoyed to France he became a member of the 20th Squadron of First Day Bombardment Group, flying the first American-made planes over the front. On Sept. 15, 1918, he was seriously wounded in action. For 10 years following the war, he sold advertising for *Cosmopolitan* and *Collier's*.

No less propitious time could have been chosen to launch an advertising agency, but on Oct. 1, 1929, the day the stock market crashed, Needham, Louis & Brorby was organized in Chicago. The firm prospered, and in 1932 Louis was ready for another venture, the comparatively new field of radio advertising.

His first program for S. C. Johnson & Son, launched on NBC for 13 weeks in the fall of 1932, featured Ted Weem's orchestra, and Ila May Bailey, vocalist. Each week electrical waxers, awarded as contest prizes, were flown by a special Johnson plane to the winners.

Broadcasting started having its first serious battle for newspaper log listings and editorial comment in early 1933, so Louis hit on the idea of utilizing radio itself to publicize programs. He initiated the *Johnson Daily Radio Guide*, five-minute transcribed commentary on radio programs of the day, which was released to stations throughout the country under the sponsorship of S. C. Johnson & Son Inc.

Although Johnson was already sponsoring Tony Wons in 1934 on a weekly half-hour NBC program, it was decided to launch an additional show to advertise auto polish. Louis, on a tour of the country, auditioning program possibilities, tuned in his car radio to Jim and Marian Jordan doing a show from Chicago titled *Smackout*. Jim was telling tall tales. The night previous, Jack and friends had been discussing the annual Liars' Club contest at Burlington, Wis.

The two ideas clicked in Louis' mind, and resulted in a new program, with Jim Jordan's writer, Don Quinn, conceiving the name, *Fibber McGee & Molly*. He was vindicated in 1937 when the latter program moved to top place in the summer ratings with a 14 Crossley. When *Fibber McGee & Molly* made a permanent shift to Hollywood in January, 1939, the stock really soared.

Louis' perspicacity has proved itself three times since he entered radio. He gave Alec Templeton a show of his own as a summer replacement for *Fibber McGee & Molly* in July, 1939. Miles Labs took over Templeton on NBC-Red stations, for a long-term contract. Ransom Sherman's *Hap Hazard* was such a popular summer replacement for *Fibber McGee & Molly* in 1941, that S. C. Johnson & Son bought it as a second show. It is now sponsored by Procter & Gamble Co. on CBS. In Fibber McGee's stooge, Gildersleeve, Louis recognized a character around whom a new show could be built. The weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkey), and starring Hal Peary, is the result. In but a few months that show has moved into top brackets, under Louis' direction.

Louis still has time for outside interests. In Evanston, Ill., his home, he is chairman of Draft Board No. 1, a trustee of the local hospital, a Community Chest director and school board member. Also he serves on the State Bank & Trustee Co. directorate, and in addition is on the board of directorship of S. C. Johnson & Son, Racine, and S. C. Johnson, Brentford, Ontario. For relaxation he plays golf and is a crack trap shooter of the Chicago Shooting League.

Louis was born March 3, 1895, in Indianapolis. Married to Henrietta Johnson, June 18, 1942, they have three sons, John, 16, a student at Deerfield Academy, Mass.; Tim, 13, attending Evanston High School, and Michael, grade school pupil in that city.

Personal NOTES

EDWARD E. LEWIS has been elected a vice-president of RCA Mfg. Co., and will direct the company's finance and accounts divisions. He will continue as director of the priorities division.

WALTER DAVISON, KMPC, Beverly Hills, Cal., sales manager, is currently in New York, and will visit all offices of Paul H. Raymer Co., station representatives, before returning to his West Coast headquarters.

JOHN A. KENNEDY, president of WCHS, Charleston, and the West Virginia Network, has been appointed West Virginia chairman of the advisory committee on contract distribution of the Office of Production Management.

WALTER M. KOESSLER, general manager of WROK, Rockford, Ill., is the father of a girl born Dec. 18.

PHILIP M. TRAYNOR, assistant in the office of Andrew W. Bennett, Washington attorney and general counsel of National Independent Broadcasters, on Dec. 23 was sworn into the Army Air Corps. He will be stationed at the Army Air Field at Biloxi, Miss.

JAMES S. LITTLE, manager of the New York office of Charles Dallas Reach Co., Newark, has been called to active duty as lieutenant junior grade, Naval Reserve.

MAJ. EDWARD A. DAVIES, reserve officer and vice-president in charge of sales of WIP, Philadelphia, has placed in charge of intelligence and public relations in the city's civil defense setup.

CHARLES E. SEEBECK, former manager of the Staunton studios of WSVA, Harrisonburg, Va. has joined the sales promotion and program production departments of WAIR, Winston-Salem, N. C.

WESLEY M. ANGLE, president of Stromberg-Carlson Telephone Mfg. Co., Rochester, has been reelected as a director of the National Assn. of Manufacturers.

THOMAS DELANEY, formerly salesman of WWRL, New York, and more recently with Harry S. Goodman Radio Productions, has rejoined the sales department of that station.

WILLIAM MUDD, account executive formerly of KBND, Bend, Ore., has joined KHSL, Chico, Cal.

ANDY McDERMOTT has been transferred from the Toronto office of Stovin & Wright, station representatives, to the Montreal office. His place at Toronto is being taken by Ralph Bowen, formerly with the *Winnipeg Tribune*.

BETHEL CARPENTER has joined the sales department of KOA, Denver. She succeeds Evadna Hammersley, recently named continuity editor.

FOX CASE, CBS West Coast special events director, has returned to his Hollywood headquarters after two weeks in San Francisco.

STERLING V. COUCH, educational director of WDRC, Hartford, has been appointed a member of the state committee on food and nutrition.

DON GILMAN, NBC Western Division vice-president, received a gold engraved watch and brief case as a gift from Hollywood employes.

INS Post to Chaplin

W. W. CHAPLIN, heretofore national defense expert for International News Service, has been named war editor of INS in charge of the nightly undated war roundups, special background features, as well as his daily column "Arms —And The Men", which features news on the fighting forces. Mr. Chaplin has been covering war and American defense for INS since 1935-36 when he was on special assignment on the Italo-Ethiopian front. He also served as manager of INS bureaus in Rome and Paris, while last year he made a 30,000-mile survey trip of Australia, Singapore, Dutch East Indies, Manila, Hawaii, Guam, Wake and Midway Islands.

St. John in London

ROBERT ST. JOHN, NBC news commentator recently assigned to the NBC London bureau, arrived safely in the British capitol last Tuesday, he informed NBC headquarters in New York last week. Formerly AP correspondent in the Balkans, St. John was wounded by German machine gun fire, when with other American correspondents he escaped just ahead of the advancing Germans. After his return to this country he became an NBC news commentator and held that post until his transfer to London.

Hawley in New Post

HUDSON HAWLEY, news editor of NBC's International Division, last week resigned to take up duties as editorial assistant to Stanley Richardson, Coordinator of Shortwave Broadcasting. Mr. Hawley was a member of the *Stars & Stripes*, official newspaper of the AEF in World War I, and later spent more than 17 years as a European correspondent for American press associations. He also was awarded the Order of the Purple Heart for wounds received in action.

Steele's New Book

JOHANNES STEELE, foreign news analyst of WMCA, New York, has written *Men of War*, soon to be published by Sheridan House. Volume is to be a combination of reference book and character study of important men figuring in World War II.

WHAS
50,000 WATTS
LOUISVILLE
CBS

At the heart of a market where purchasing power has doubled

Ask any Edw. Petry office for more information about WHAS, one of the eighteen CBS 50,000 watt stations.

BEHIND the MIKE

ELLSWORTH STEPP has been named acting production manager of KOA, Denver, with Don Martin, regular production manager, called to San Francisco by the NBC news and special events department.

GEORGE PETERS, former newspaperman, has joined the news staff of WOAI, San Antonio.

BILL SMITH, formerly of WKNY, Kingston, N. Y., has joined the announcing staff of WHAT, Philadelphia.

MAURICE MARCOUX has joined the announcing staff of CKVD, Val d'Or, Que.

CARL WILL, formerly of the *Philadelphia Record*, replaces Eddie Mayer as news editor of WIP, Philadelphia. Mr. Mayer resigned to take a newspaper post in Washington.

NEIL HARVEY, announcer of WCAU, Philadelphia, has joined WPEN, Philadelphia.

TED LENZ has been named news editor of KSAN, San Francisco.

BOB GOERNER, announcer, formerly of KROW, Oakland and more recently freelance, has joined KYA, San Francisco.

BOB DAVIES, announcer-newscaster, formerly of KSAN, San Francisco, has joined KFRE, Fesno, Cal.

HENRY ALLEN, formerly of KYSM, Mankato, Minn., has joined the announcing staff of WLOL, Minneapolis.

NEIL HARVEY, formerly of WCAU, has joined the announcing staff of WPEN, Philadelphia.

ED COONEY, of KGHL, Billings, Mont., is the father of a girl born Dec. 15.

EMIL DORER, continuity editor of WWRL, New York, has resigned.

DENNIS HOWARD, formerly of WGTM, Wilson, N. C. and Tad Darling, formerly with WQAM, Miami, are now with WWPG, Lake Worth, Fla. Darling is chief announcer.

GEORGE SUDERMAN, a native of Russia, has joined KSAL, Salina, Kan., as news commentator.

Indestructible

MRS. CECIL BROWN, wife of Cecil Brown, recently received this cable from the CBS Far Eastern correspondent who was aboard the *HMS Repulse* when it was sunk a few weeks ago. "Health reasonably satisfactory. In October the air force crashed me. November an army truck plunged over a hill with me. In December, the Navy tried to sink me. Since no additional branches of the force remain, don't worry about the indestructible Mr. Brown."

TRUE BOARDMAN, Hollywood writer on the CBS *Silver Theatre*, sponsored by International Silver Co., has just completed work at Universal on four Bud Abbott and Lou Costello pictures. Wendell Niles, announcer on the CBS *Al Pearce Show* sponsored by R. J. Reynolds Tobocco Co. (Camel cigarettes), has a role in an untitled Republic picture.

PERRY HILLEARY, KOY, Phoenix, announcer, on duty when news was flashed that Japan had attacked Pearl Harbor, promptly resigned and enlisted in the Army.

KENNETH VON EGIDY has joined NBC Hollywood news writing staff, succeeding William Ratigan, transferred to the network's San Francisco studios. Ratigan is assisting Ken Fry, NBC Chicago special events director, currently on the West Coast, in reorganizing the San Francisco newsroom.

MAX HUTTO, assistant to Bob Moss, NBC Hollywood night manager, has been made a producer.

DAVID BANKS, formerly announcer for stations in Little Rock; Jackson, Tenn. and Memphis, has joined WWL, New Orleans on a temporary basis.

DAVE McKOWAN, former announcer of WMBS, Uniontown, Pa., and staff member of WCAE, Pittsburgh has joined the communication division of the Army Air Corps.

JIM BRITT will do the play-by-play and Bill Corum the color on the MBS broadcast of the East-West All Star Football Game sponsored by Gillette Safety Razor Corp., Boston, on Jan. 3. Contest was switched to New Orleans.

WARD GLENN, previously of WIBC, Indianapolis and WKMO, Kokomo, Ind. has joined the announcing staff of WTOL, Toledo.

DONALD C. CAMPBELL, formerly of WSFA, Montgomery, Ala., has joined the announcing staff of WHK-WCLE, Cleveland. He succeeds Bob Carter, who resigned to join the Navy.

HARLEY ROSS, new to radio, has joined WHK-WCLE, Cleveland, as audience mail supervisor. He succeeds John Shurtleff, who has been promoted to the transcription department.

CARL ERICKSON, announcer of WOWO-WGL, Fort Wayne, is hospitalized for pneumonia.

MARTIN JOHANSEN, formerly announcer and news editor of WFBM, Indianapolis, has joined KTAR, Phoenix.

WILLIAM M. PAISLEY, director of the music library for NBC, has been elected to a participating membership in ASCAP.

JOHN LINDSAY, program director of WGAC, Augusta, Ga., has resigned to take a similar position with WGBG, Greensboro, N. C. Replacing him at WGAC is Bob Miller, formerly director of WPID, Petersburg, Va., and previously of Young & Rubicam, New York.

STAN GORDONI, former announcer of WOMT, Manitowoc, Wis., has enlisted in the Army Air Forces and has been stationed at Camp Kessler, Miss.

ALLAN SCOTT, news commentator of WGN, Chicago, has been appointed a deputy coordinator of the Chicago civil defense program.

VICTOR LINFOOT is a new addition to the announcing staff at CKLW, Windsor, Ont.

BILLY MILLS, musical director of the weekly NBC *Fibber McGee & Molly*, sponsored by S. C. Johnson & Son Inc., (floor wax), has organized a naval band at Long Beach, Cal. He conducted an artillery band during World War I.

WWNY Staff Changes

RECENT changes in personnel at WWNY, Watertown, N. Y., include the appointment of Jean Clos as program director, Louis Saiff Jr., as commercial manager, and Mrs. Emma Chappell to handle women's and children's programs. Bill Burns of the Syracuse U Radio Workshop, has joined WWNY as announcer, and Bob Walters has been made director of farm programs. The station's entire staff received 5% bonus checks this month.

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Winning Number
WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

Meet the LADIES

MILLICENT POLLEY

WRITING and conducting her own show are only incidental to the activities of Millicent Polley whose program *Listen Ladies* has been drawing a highly responsive feminine audience for over two years. In addition she finds time to serve as commentator for style shows, speaks at women's clubs and sells radio time. Her "Listen, ladies . . . to Polley" has become a familiar salutation to the women of the WHBF, Rock Island-Moline-Davenport area.

Her 45-minute program headlines up-to-the-minute news on foods, features and fashions with only live-talent musical entertainment. Formerly a student at Minneapolis College of Music and a graduate of Winona State Teachers College, Millicent came to WHBF in October, 1939. Previous to radio work she wrote a shopping column for a newspaper and weekly articles on cosmetics for the J. R. Watkins Co.

Flannery in SEP

HARRY FLANNERY, former CBS correspondent in Berlin, writing the lead story for the Christmas issue of the *Saturday Evening Post*, reports that the German people are sure they have a gruelling five-year war on their hands. Article is based on results of a one-man poll conducted by Flannery as he toured parts of Germany most bombed by the RAF.

AFM's Board to Hold Its Semi-Annual Session

INTERNATIONAL executive board of the American Federation of Musicians, union's governing body, will hold its semi-annual meeting beginning Jan. 26, probably in Miami, although the city had not been definitely named last week. Radio matters will undoubtedly be discussed but no changes in the AFM's relationship to the broadcasting industry are anticipated, union officials stated.

The licenses issued by the AFM to the makers of transcriptions and phonograph records have been extended without change for a three-month period from Dec. 31, expiration date of the current licenses. These licenses were formerly issued for one-year terms but were reduced to six-month licenses a year ago when James C. Petrillo, AFM president, expressed the belief that the recording question should be open for frequent examination and change, if necessary. The present reduction to three months was ascribed to "war uncertainties" at AFM headquarters.

MBS Staff Serving

FIVE MEMBERS of MBS affiliates have joined the services since the outbreak of the war. Mark Finley, publicity director of the Don Lee network, has been called up as a first lieutenant in the Army Military Intelligence Reserve. He has been succeeded by Shirley Lauter Horton. Robert E. Bullock, Don Lee engineer, has gone into the Naval Reserve as ensign. Gerald Brinkman of the sales staff of WLOL, Minneapolis, has enlisted in the Army. Lawrence Bostow, announcer, and Floyd Wynn, sportscaster of KLPM, Minot, N. D., have volunteered for the Naval Reserve.

CBS Writers Pact

CBS has signed a two-year contract with Radio Writers Guild giving West Coast writers a five-day week, 10% raise and overtime, Guild shop, vacation with pay, severance pay, salary adjustments based on cost of living, prohibition against boycott or picketing.

WWNY, Watertown, N. Y., is donating every station break to the Red Cross in its drive for funds in Jefferson County.

CALL THE OFFICE
Government Agencies Request
'No Calls to Individuals'

WITH the radio sections of both the War and Navy Departments, as well as the FCC swamped these days with calls from broadcasters seeking information on various phases of war activity, a request has been made by these agencies that all such calls be made to an office rather than an individual. It was pointed out that personnel in the various offices are competent to handle such requests, and that they necessarily must be routed to persons available at the time of the request. Washington telephone numbers of the respective agencies follow:

Radio Branch, War Department Bureau of Public Relations—Republic 6700, extensions 3887, 4787, 4788.

Radio Section, Navy Department Bureau of Public Relations—Republic 7400, extensions 3221, 3222, 3223, 3224.

FCC, Secretary's Office—Executive 3620, extensions 1, 2.

Conti MBS Series

CONTI PRODUCTS Corp., Brooklyn (soaps and shampoo), on Jan. 16 will start *Treasury Hour of Song* on a coast-to-coast MBS network of 20 stations, Fridays, 9:30-10 p. m. New series will feature Metropolitan Opera star as yet unselected and Alfred Antoninis' orchestra. Agency is Bermingham, Castleman & Pierce, New York.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
A BAKER'S DOZEN
This New Year marks the beginning of the 13th year of continuous service by WJDX.
As we extend hearty New Year's greetings, may we remind you that you get a "baker's dozen" in service as well as age when you use Mississippi's Dominant Radio Station?
Member of Southcentral Quality Network
WJDX - WMC - WSMB - KARK
KWKH - KTBS
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

Every hour brings maximum results on KGW!
"MORE BUSINESS FOR YOU IN '42"
USE
KGW
PORTLAND, OREGON
"THE KEY TO THE GREAT WEST"
620 KC—5,000 Watts Days; 1,000 Watts Nights
National Broadcasting Co. RED Network
National Representatives—EDWARD PETRY & CO., Inc.

SALES PROMOTION & PUBLICITY DIRECTOR

OF A 50,000 WATT MAJOR NETWORK KEY STATION IS ANXIOUS TO MAKE A CHANGE FOR THE BETTER

Salary: Not less than $5,000; not more than $7,000.

Recommendations: One, or more than one, unsolicited complimentary letter for every major promotion and publicity job produced since holding down this position.

Experience: Fifteen years of promotion, advertising, merchandising and publicity. Four of these years with CBS and NBC.

Age: Thirty-five years.

Address Box 272A
BROADCASTING MAGAZINE

INS

Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

KINY

"The Friendly Voice of the Capital"

Alaskans spend fifty million a year for States-manufactured products. Let KINY make the Alaska market your market.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Agencies

COLBY M. CHESTER, formerly of Benton & Bowles and a member of the firm of Lloyd, Chester & Dillingham, has been named advertising manager of Charles Marchand Co., New York (Marchand's Hair Rinse and Golden Hair Wash).

JAMES S. ADAMS, formerly vice-president of Benton & Bowles, New York, in charge of the Colgate-Palmolive-Peet account, and later executive vice president of C-P-P, has been elected president and chief executive officer of Standard Brands, New York. He succeeds Thomas L. Smith, who has been made chairman of the board.

RICHARD K. BYRNE, formerly of Campbell-Ewald, San Francisco, early in December formed his own agency under his own name at 321 Bush St., San Francisco.

DON SHARPE, formerly Young & Rubicam, Hollywood, script writer, and A. E. Grounds are now assistants to Frederick Brisson, radio director of F. W. Vincent Inc., Beverly Hills, Cal., talent service.

JEFFERSON KAYE WOOD, vice-president of Hillman-Shane Adv. Co., now Hillman-Shane-Breyer Inc., Los Angeles, has joined Buchanan & Co., that city, as account executive.

LORD & THOMAS, Los Angeles, employes earning under $5,000 yearly were presented with two weeks' salary as a Christmas bonus.

BYRON H. BROWN, Los Angeles manager of Gerth-Knollin Adv. Agency, has resigned effective Jan. 1.

CARL NIELSEN, for several years account executive of KYA, San Francisco, has resigned to join KSFO, San Francisco.

A TOAST to the biggest block of time ever sold by KSFO, San Francisco, is being quaffed by the principals in the contract signing (l to r): Haan J. Tyler, sales manager, KSFO; Frank Oxarart, account executive, KSFO; Eugene S. Selvage, president, General Brewing Corp., San Francisco; Burton C. Granicher, account executive, McCann-Erickson. Contract is for *Lucky Lager Dance Time* seven nights weekly, 10 to 12 midnight for 52 weeks.

LOUIS NELSON, timebuyer of Wade Adv. Agency, Chicago, is the father of a girl born Dec. 20.

MARY DUFFY, formerly of Tom Fizdale Inc. and Theodore R. Sills & Co., Chicago, has joined Sherman & Marquette, Chicago, as director of publicity.

KELSO TAEGER, formerly of MacManus, John & Adams in Detroit, has joined Sherman & Marquette, Chicago, as head of the research department. He will also work with Carolyn E. Bonnesen in the media department.

J. J. GIBBONS Ltd., Toronto, has moved from 159 Bay St., to 200 Bay St.

MORTON J. SCHWARTZ Adv. Agency, Philadelphia, has moved to Jefferson Bldg., 1015 Chestnut St.

PHIPPS RASMUSSEN, timebuyer of McCann-Erickson, San Francisco, and Phil Dostal of the radio markets division were called to active service as ensigns in the Navy.

RICHARD VOYNOW, formerly radio director of Ward Wheelock Co., New York, has joined the recording division of Decca Records Inc., New York.

ROY T. LOCHTON, formerly of the media department of N. W. Ayer & Sons, New York has joined the same department of Ivey & Ellington, Philadelphia.

A COMPLETE program listing for January is offered all listeners to W53PH, WFIL's FM station in Philadelphia. To secure mail information on the FM station, the booklet is offered only by announcements on W53PH.

Dent to Heffelfinger

FULTON DENT, formerly radio director of Frank Presbrey Co. and radio program director of Federal Adv. Agency, has joined Heffelfinger Agency, New York, as radio director. H. Curtis Colby, formerly vice-president of Frank Presbrey Co. and Murray Breese Associate, also has joined the Heffelfinger Agency, as director of merchandising activities.

Dr. Pepper Campaign

DR. PEPPER Co., Dallas (soft drink), on Jan. 19 starts a new series of quarter-hour transcriptions, Monday through Friday, on approximately 50 stations throughout the South. Titled *Ten-to-Four Ranch*, programs feature Dick Foran and Martha Mears in a period of cowboy songs, drama and music. Benton & Bowles, New York, handles the account.

Kellogg to Resume

KELLOGG Co., Battle Creek, Mich. (All-Bran), on Jan. 5 will resume its schedule of transcribed announcements on stations throughout the country. Company took a three-week hiatus, starting Dec. 12, during the Christmas season. Account is placed through Kenyon & Eckhardt, New York.

HEADING STRAIGHT for their GOAL

In Nature it is Instinct
In Business it is Experience

Our experience is a constant asset to our clients

experienced

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

FIRST station in Indiana in 1924
and still the
FIRST STATION in Indiana in 1942

FOLLOW THE LEADER .. WFBM .. TO GREATER SALES

TO REACH THE HOOSIER MARKET IN INDIANAPOLIS USE

WFBM

NATIONAL SALES REPRESENTATIVE—THE KATZ AGENCY

Murray Endorses Plan For Child Radio Group

ENDORSEMENT of the principle of establishment of radio councils on children's programs in Canada, following the pattern in the United States, came from Major Gladstone Murray, general manager of the Canadian Broadcasting Corp., following a recent conference with Mrs. Dorothy Lewis, vice-chairman of the Radio Council on Children's Programs.

Mrs. Lewis, who has just completed a swing around the United States in furtherance of the civic radio council plan, conferred with some 15 CBC executives and station officials at the Royal York Hotel in Toronto. The children's program technique developed in this country and other ideas relating to the part listeners take in program development were covered.

P&G Show Ready

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), has signed Irene Ryan, as comedienne, and Gordon Jenkins, as musical director of the weekly half-hour program, *Hap Hazard*, starting Jan 2 on seven CBS West Coast stations, Friday, 7-7:30 p. m. (PST). Starring Ransom Sherman, comedian, with Martha Tilton, vocalist, show will be released to the West Coast stations for three weeks and on Jan. 23 expanded to include 57 additional CBS outlets, Friday, 10-10:30 p. m. (EST). Joe Parker, former NBC Hollywood producer, has been signed by Compton Adv. Co., the agency. Jack Harvey and Arthur Stander are on the writing staff. Under supervision of James Saphier, Hollywood talent agent, weekly show takes over the CBS Friday night time recently vacated by Louella Parsons' *Hollywood Premiere* which was sponsored by Lever Bros. (Lifebuoy).

News Series on Red

LIBBY - OWENS - FORD GLASS Co., Toledo (shatterproof glass), on Jan. 10 or 17 will start a new type of news program on 30 NBC-Red stations, Saturdays 5:45-6 p.m. Titled *War Correspondent*, the program will have Ben Grauer as the only permanent member to handle commercials and coordinate the program from New York. The show will change locale weekly, shifting to whatever part of the world war news seems most vital. Any one of NBC's 36 foreign correspondents will be called upon to broadcast, and if New York is the news center regular NBC commentators will be featured. Agency handling the account is Fuller & Smith & Ross, Cleveland.

San Diego Hookup

TO SERVE the San Diego area, KGB KFSD KFMB plan a telephone hook-up to be known as the Victory Network. Cost will be prorated among the three stations. Setup, scheduled to start operating in late December, will make possible simultaneous release of programs geared to morale building, defense precaution information and official war news bulletins, it was said.

Rep.'s Greeting

LOOKING for something different in holiday greetings, the switchboard at Stovin & Wright, Toronto station representatives, was clogged when word got about that the following was the way in which the phone was answered in the days preceding Christmas: "Season's Greetings! What the hell do you want?"

Enter the Service

A NUMBER of San Francisco Bay area radio men have answered the call to arms in Uncle Sam's military forces since Japan's declaration of war. King Harris, account executive of KGO, was called to active duty as a Navy ensign; Martin Levin of the KPO-KGO mail-messenger department joined the army; Curtis Peck, chief engineer of NBC in San Francisco is serving part time as lieutenant-commander in Naval Communications; Lon Hughes, who had been conducting a financial news program daily on KYA, is now a lieutenant in the navy; Bert Buzzini, newscaster of KQW, San Jose, enlisted in the navy as yoeman, and Mel Mack, stock clerk of KPO-KGO, has enrolled in the California State Guard.

General Foods Shift

GENERAL FOODS Corp., New York, sponsoring the five-weekly quarter-hour dramatic serial *The Second Mrs. Burton*, on five CBS West Coast stations, through Benton & Bowles, for Baker's Chocolate, on Dec. 29 shifts the program to Young & Rubicam in the interest of Jell-O products, utilizing the same list of stations, Monday through Friday, 4-4:15 p. m. (PST). Sharon Douglas, Gale Gordon and Ann Stone continue to be featured, with Ted Sherdeman assigned as agency Hollywood producer. John M. Young is writer. Hal Sawyer announces with Erwin Yoe, organist, supplying atmospheric background music.

RCA Latin Hookup

RCA MFG. Co., Camden (Victor records), on Dec. 18 started a series of shortwave programs beamed to Latin America, featuring Marcella Uhl, mezzo-soprano, on WRCA, New York, NBC shortwave adjunct and WBOS, Westinghouse station in Boston, Thursday, 9:45-10 p. m. During the series Miss Uhl will popularize songs and melodies which are well known to U. S. listeners, but still unknown south of the Rio Grande. Account was placed direct.

Waste Drive a Success

WASTE Paper Consuming Industries has renewed its national waste paper conservation campaign on 125 stations in 37 large cities. A 24% increase in waste paper accumulation compared with a year ago is announced by Olian Adv. Agency, St. Louis, which cites a steady increase in telephone calls from the announcements.

REAP A HARVEST OF PLENTY WITH WPEN

Make it a really Happy New Year for your clients by giving them added sales in Philadelphia. Use the "station that sells."

WPEN

5000 WATTS—950 ON THE DIAL

A RESOLUTION . . . to end Resolutions

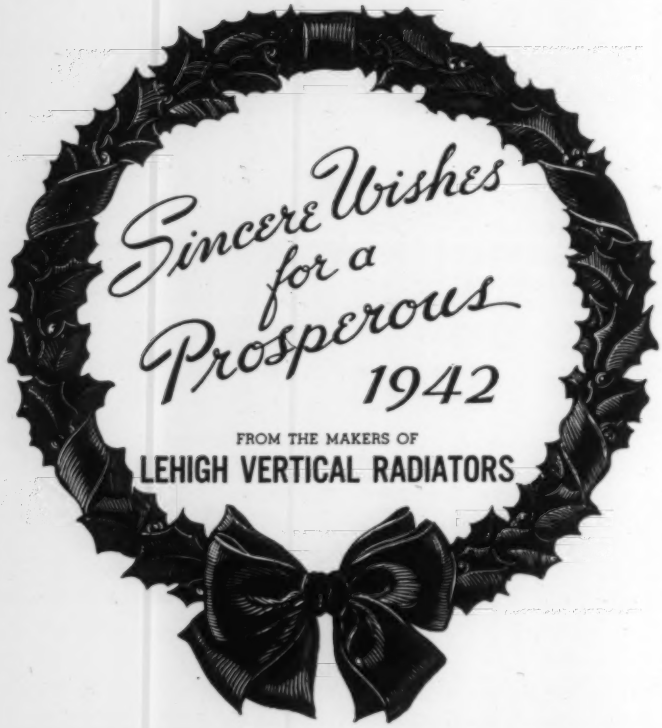
Our clients don't have to make resolutions to play the Red in Richmond. They simply renew on WMBG—the Red Network Outlet. WMBG does a job—the clients do the rest.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.



RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

Make
BUDGETS
S-T-R-E-T-C-H
• *with our* COMBINATION RATES
• *. . . and* BONUS POINT ADVERTISING

Now as never before the radio advertiser is getting an undreamed-of listener bonus. The ears of Texas are tuned constantly to KXYZ, the 24-hour station, and its twin station KRIS . . . the only combination to cover the heart of the rich Texas Gulf Coast. With one combination rate you buy two big markets and double savings. Full data on request.

National Representatives:
THE BRANHAM COMPANY

KXYZ ★ KRIS
HOUSTON — NBC • Blue
CORPUS CHRISTI — NBC • Red and Blue
Both Stations MUTUAL *and* LONE STAR CHAIN *affiliates*

Merchandising & Promotion

Frequency Shift—Movie in Color—Greetings From Baltimore—Bugle of Gold

THREE-QUARTERS of a million home and auto push-button sets in the New York metropolitan area were adjusted by radio repair servicemen when WNEW, New York, shifted recently to the new position on the dial of 1130 kc., according to returns from a mailing piece sent out by the station to 4,600 repair men.

Besides promising the service men a quarter-hour weekly program to tell set owners the "hows" and "whys" of such service, WNEW sent the repair men and stores on its mailing list window streamers which read "WNEW is now 1130 kc. on your dial. Have your push-button set adjusted and get a general reception check-up."

* * *

KTAR Movie

KTAR, Phoenix, has just ended a coast-to-coast showing of its color movie, "Romantic-Progressive Arizona", produced by KTAR and the *Phoenix Republic & Gazette*. Eight thousand Arizonians witnessed the home showing of the movie on a program augmented by personal appearances of radio and newspaper staff members. Public appearances were in charge of J. Howard Pyle and Jimmy Creasman, both of the KTAR staff.

* * *

Baltimore Greetings

WBAL, Baltmore, in the December issue of its retail publication *Business in Baltimore*, reprinted Christmas greetings and messages from the presidents and leading executives of companies advertising on the station. Wholesalers and retailers in the Central Atlantic States could see messages, along with WBAL's own Christmas greeting.

* * *

Recipes Book

CHINESE COOK BOOK, containing 55 recipes, is a limited holiday premium available to listeners upon receipt of 20 cents, and offered on the five-weekly quarter-hour KNX, Hollywood, newscast, *Bob Garred Reporting*, sponsored by Planters Nut & Chocolate Co., San Francisco.

WOW's Gold Bugle

WOW, Omaha, presented a gold-plated bugle to the winner of a contest held in the Seventh Corps area to pick the champion bugler in that part of the Army. Winner was Private Charles A. Peters, a 26-year-old accountant from Chicago. Private Peters won over buglers from nine camps. Stations participating in the contest and carrying camp finals were KSD, St. Louis, KFBC, Cheyenne, KSTP, St. Paul, KOBH, Rapid City, and WTCN, Minneapolis.

* * *

FM Supplements

WITH THE ISSUANCE Dec. 14 by *The Boston Herald* of a 16-page supplement dedicated to the progress of FM in New England States, special newspaper attention, including entire sections, has been paid to FM in New York, Chicago, Boston, Columbus, Schenectady, Philadelphia and Los Angeles, according to FM Broadcasters, New York.

* * *

Braille Readers

USING catch-phrase, "Can You Read Braille?", KSAL, Salina, Kan., has issued a four-page fold-over which gives listening areas of Kansas stations and summary of family percentages and responses in areas, plus primary and secondary coverage.

* * *

Simple Rate Card

WFIL, Philadelphia, will issue a new format for its rate card Jan. 1, redesigned for simplicity and readability and carrying a three-year calendar.

BROCHURES

2KO, Sydney, Australia, 10th anniversary album painting out growth and past performance and guaranteeing best possible service in face of exigencies.

NBC-Red—Booklet titled "The Story of Two Novembers", reciting achievements of the network during its 15-year history.

NBC-Red—4-page fold-up with pocket insert giving new rates, station changes, additions and power increases of member stations.

WDRC, Hartford—Six-page green folder with pictures of the staff wishing a Merry Christmas.

NBC-BLUE—12-page illustrated brochure on NBC-Blue Florida coverage.

A STRONG SECOND
WTRY's Intensive Coverage of the Troy-Albany-Schenectady Area is Exceeded by Only One 50,000 Watt Station!
WTRY
TROY, N. Y.
1000W 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

Showmanship THAT WINS *Intermountain Audience!*
KDYL
The POPULAR *Station*
NBC RED NETWORK
JOHN BLAIR & CO

Purely PROGRAMS

IN COLLABORATION with Warner Brothers, WWSW, Pittsburgh, has arranged for a weekly half-hour morale-building show, *Keep 'Em Smilin'*, which emanates from backstage at the Stanley theatre each Monday at 2:30 p.m. Walt Framer is m.c. of the show, interviewing entertainers appearing on the stage for that week. Program promotes sale of defense stamps by sending listeners a 10-cent stamp with an autographed picture of a Hollywood star upon receiving a stamped return envelope and a dime. No plugs or commercials are used, and entertainment is contributed gratis.

A BELL-RINGER in more ways than one is John Gambling (right), conductor of the early-morning gym class on WOR, New York. Here he receives a bronze "no-school bell" from State Commissioner of Education Charles H. Elliott for his "unique services to the schools of New Jersey." Idea is that Gambling will ring the bell on his program on winter mornings when principals of various New Jersey schools ask him to call off classes because of bad weather. Each winter Gambling serves 120-odd schools in this manner.

* * *

Keeping Posted

DESIGNED to keep Italian listeners accurately informed on Government activities, a new Italian-American defense series in the Italian language has been started by WHOM, Jersey City, Tuesday, Thursday and Saturday, 9:45-10 p. m. Titled *Democracy Today & Tomorrow*, the program is directed by Joseph Lupis, editor of the newspaper *Il Mundo*.

* * *

Day of Fun

OPTIMISTIC and humorous events in the day's happenings make up *Good News*, a five-minute show on WROK, Rockford, Ill. Sponsored by Stuckey's men's clothing store, the program salutes a Rockford resident active in civic affairs.

Musical History

A COMPACT HISTORY of musical development from the 17th century to date will be presented in a series of five programs starting Jan. 2 on WQXR, New York, titled *Music of Four Centuries*. Programs, conducted by Miss Johnson-Norville, will include music of the 17th & 18th centuries; the early Italian period, during which vocal and instrumental music as we know it had its beginnings; the development of the symphony and opera in the 18th and 19th centuries; program and instrumental music in the 19th century and other characteristic forms in the latter 19th and early 20th centuries.

* * *

Taproom Recordings

RECORDING programs in suburban taverns selling the sponsor's product is the unique feature of *Tavern Trouper*, sponsored by the Gluek Brewing Co., Minneapolis, and heard over KSTP, that city. Taverns showing the largest increase of sales of Gluek's brews over the previous week are chosen as the site of the recordings which are broadcast five-nights weekly at 10:15. Randy Merriman, free lance m.c., treats the tavern patrons to a comedy routine following cutting of the transcription.

* * *

Strange Tales

UTILIZING the theme that everyone has a story to tell, a human experience to relate, WWRL, New York, is airing a new interview program titled *What's Your Story?* Persons with human interest, amusing and dramatic stories to tell as well as those with unusual occupations and pastimes are invited to appear on the program. A portion of the program is titled "What's Your Hobby?" and features a five-minute interview with an interesting hobbyist.

* * *

Privates Tell 'Em

QUESTIONS submitted by the officers are answered by enlisted men at Fort Hancock, N. J., on *You Tell 'Em Soldier*, which started last week on WHN, New York. Soldiers are given a choice of two queries, one that is "difficult" and one that is "easy," in addition to a jack-pot question. Jack Arthur, who conducts *Battle of the Boroughs* on CBS, is m.c.

* * *

Days of Yore

SPONSORED by the Farmers National Bank, a news program which reviews the headlines of 20 years ago is heard over KSAL, Salina, Kan. All types of news are included in the show, titled *Calling 1921*, even to reading a few of the old advertisements.

4-H Quiz Show

INCLUDED on the *Dixie Farm Hour*, heard over WSB, Atlanta, is a 4-H Quiz program which features two boys and two girls each week, chosen from a different Georgia County. Under the direction of G. V. Cunningham, 4-H club leader, questions are asked concerning the farm, homemaking and the household. Bill Prance handles studio production.

* * *

Beyond the Rails

TO BRING MESSAGES to the fur trades and trappers in northern Quebec, CKVD, Val d'Or, Que., has started *Calling the Far North*, a public service program on which friends and relatives of the fur trappers and traders can send messages to men living beyond the railway.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

SALES TAKING A POWDER IN TALCUM (Ky.)?

Don't get too shaky if your Talcum (Ky.) sales have run out on you. Make up the loss a thousand times over by *concentrating* on the Louisville Trading Area—where defense payrolls have added more than $5,000,000 a month to an effective buying income *normally* 33% *greater* than that of the rest of Kentucky combined! . . . With WAVE—the only NBC Basic Red Network outlet within 100 miles—you get complete coverage of this Area for far less than the cost of any other medium! Want it?

LOUISVILLE'S WAVE

5000 Watts 970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

KSD—The Post-Dispatch Station

St. LOUIS • 550 KC • NBC Red

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMAQ, Chicago

Chicago Sun, Chicago (newspaper), 260 *sa*, thru Schwimmer & Scott, Chicago.
Lehn & Fink Products Corp., New York (Hinds Honey & Almond cream), 40 *ta*, thru Wm. Esty & Co., N. Y.
Fairfield Savings & Loan Assn., Chicago (finance), 10 *sa*, thru Buchanan & Co., Chicago.
Snider Packing Corp., Rochester (catsup), 2 *sp* weekly, thru Charles W. Hoyt Co., N. Y.
Chicago-Distilled Water & Beverage Co., Chicago (Dad's Root Beer), 3 *t* weekly, 13 weeks, thru Malcolm-Howard Adv. Agency, Chicago.
Chicago Herald-American, Chicago (newspaper), *sp* weekly, 13 weeks, direct.
Owens-Illinois Glass Co., Toledo (glass products), 42 *ta*, 3 weeks, thru D'Arcy Adv. Co., St. Louis.
Beaumont Co., St. Louis (Four-Way cold tablets), 120 *ta*, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Agfa Ansco Div., General Aniline & Film Corp., Binghamton, N. Y. (photographic supplies), 45 *ta*, thru Young & Rubicam, N. Y.
Swift & Co., Chicago (Pard), 65 *sa*, thru J. Walter Thompson Co., Chicago.
Welch Grape Juice Co., Westfield, N. Y. (beverages), 13 *t*, renewal, thru H. W. Kastor & Sons, Chicago.

KSFO, San Francisco

Italian Swiss Colony, Asti, Cal. (wines), *sa* series thru Leon Livingston, San Francisco.
Safeway Stores, Oakland, Cal., 31 *ta*, thru J. Walter Thompson Co., San Francisco.
J. A. Folger & Co., San Francisco (coffee), 4 *sp*, thru Raymond R. Morgan & Co., Los Angeles.
Langendorf United Bakeries, San Francisco, 116 *sa*, 65 *ta*, thru Ruthrauff & Ryan, San Francisco.
American Tobacco Co., New York (Pall Mall), 149 *ta*, thru Young & Rubicam, New York.
Margaret Burnhams Cottage Candies, San Francisco (chain), weekly *sp*, thru Brisacher, Davis & Staff, San Francisco.
Foreman & Clark, Los Angeles (chain), series of *sa*, thru Milton Weinberg Adv., Los Angeles.
Pacific Molasses Co., San Francisco (Hawaiian cane molasses), 3 *sa* weekly, thru Gerth-Knollin Adv., San Francisco.
Acme Breweries, San Francisco, 2 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Continental Baking Co., New York (Wonder Bread), 13 *ta* weekly, thru Ted Bates Inc., N. Y.

KHJ, Hollywood

California Federal Savings & Loan Assn., Los Angeles (investments), 15 *ta* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Douglas Oil & Refining Co., Los Angeles, 6 *sa* weekly, thru H. W. Kastor & Sons Adv. Co., Los Angeles.
Haas-Baruch & Co., Los Angeles (Iris coffee), 5 *sa* weekly, thru Robert Smith Adv. Agency, Los Angeles.

WOWO-WGL Fort Wayne

Ohio Oil Co., Findley, O., 12 *sp*, thru Stockton, West, Burkhart, Cincinnati.
J. A. Smith Co., St. Louis (Mother Nature Brooder), 13 *sp*, thru Shaffer, Brennan, Margulis, St Louis.
Lehn & Fink Products Corp., N. Y. (Honey & Almond cream), 50 *ta*, *sa*, thru Wm. Esty & Co., N. Y.

CKGB, Timmins, Ont.

Magic Baking Power Co., Toronto, 270 *sa*, thru J. Walter Thompson Co., Toronto.
Standard Brands, Montreal (Fleischman's yeast), 270 *sa*, thru J. Walter Thompson Co., Montreal.

WFHR, Wisconsin Rapids, Wis.

Wm. Wrigley Jr., Chicago (chewing gum), 13 *t*, thru Arthur Meyerhoff & Co., Chicago.
Progress Feather Co., Chicago, (feather merchants), 3 *sa* weekly, thru Lieber Adv. Agency, Chicago.
McConnon Co., Winona, Minn., 3 *sa* weekly, thru Cramer-Krasselt, Milwaukee.
Penman Co., Chicago (fountain pens), 3 *ta* weekly, thru United Adv. Co., Chicago.
Chicago, Milwaukee, St. Paul & Pacific R.R., 3 *ta* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Gospel Broadcasting Assn., Los Angeles, 52 *ta*, thru R. H. Alber Co., Los Angeles.
Authentic Income Tax Guide, Chicago (books), 3 *sa* weekly, thru First United Broadcasters, Chicago.
Monarch Camera Co., Chicago (cameras), 3 *sa* weekly, thru United Adv. Co., Chicago.
Poultry Tribune, Mount Morris, Ill. (magazines), 3 *sp* weekly, thru First United Broadcasters, Chicago.
Aladdin Mantle Lamp Co., Alexandria, Ind. (kerosene lamps), 13 *t*, thru Presba, Fellers & Presba, Chicago.
Joseph Lisko Co., Chicago (diamonds), 3 *sp* weekly, thru United Broadcasting Co., Chicago.
Father Justyn's Rosary Hour, Buffalo (religious), 26 *sp*, thru Forjoe & Co., N. Y.

WOR, New York

The Brass Rail, New York (restaurant), weekly *t*, thru The Blacktsone Co., N. Y.
Roma Wine Co., Fresno, Cal., weekly *t*, thru Bermingham, Castleman & Pierce, N. Y.
William Underwood Co., Watertown, Mass. (Black Bean soup), 3 *sa* weekly, thru BBDO, N. Y.
North American Accident Insurance Co., Newark, 3 *t*, weekly, thru Franklin Bruck Adv. Corp., N. Y.
R. B. Davis Sales Co., Hoboken, N. J. (Cut-Rite Waxed Paper), 5 *sa* weekly, thru Charles Dallas Reach Co., Newark.
Richfield Oil Corp., New York, 3 *sp* weekly, thru Hixson-O'Donnell Adv., N. Y.

WJJD, Chicago

Walgreen Co., Chicago (drug chain), 30 *sa*, thru Schwimmer & Scott, Chicago.
Chicago Sun, Chicago (newspaper), 7 *sa*, thru Schwimmer & Scott, Chicago.
F. A. Stuart Co., Marshall, Mich. (proprietary), 6 *sp* weekly, thru Benson & Dall, Chicago.
Gold Crown Products Co., Jefferson, Ia., 6 *sp* weekly, thru Lessing Adv. Co., Des Moines.
Busch Jewelry Co., Chicago (retail jewelry chain), 1560 *sa*, placed direct.
Financial Adjustment Co., Chicago (loans), 6 *sa* weekly, thru Newby, Peron & Flitcraft, Chicago.

KGER, Long Beach, Cal.

National Schools, Los Angeles (technical courses), 7 *ta* weekly, thru McCarty Co., Los Angeles.
Wilmington Transportation Co., Wilmington, Cal., (Catalina Island), 12 *sa* weekly, thru Arthur Meyerhoff & Co., Los Angeles.

WFIL, Philadelphia

Original Trenton Cracker Co., Trenton (crackers), 2 *sa* weekly, thru John Falkner Arndt, Philadelphia.
J. C. Eno Ltd., Bloomfield, N. J. (proprietary), 6 *sp* weekly, thru Atherton & Currier, N. Y.
Stephano Bros., Philadelphia (Marvel cigarettes), 2 *sa* weekly, thru Aitkin-Kynett, Philadelphia.
America Chicle Co., Long Island City, N. Y. (chiclets), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.
Hecker Products Corp., New York (cereal), 6 *sp* weekly, thru Maxon Inc., N. Y.
Quaker City Federal Savings & Loan Assn., Philadelphia (savings), 5 *sp* weekly, thru Stewart-Jordon, Philadelphia.
Christian Voices, Philadelphia (religious), 6 *sp* weekly, thru Cox & Tanz, Philadelphia.
Abbotts Dairies, Philadelphia (milk), 3 *sa* weekly, thru Richard A. Foley, Philadelphia.
Conservation Commission of Waste Paper, St. Louis (waste collection), 7 *sa* weekly, thru Olian Adv., St. Louis.

WIND, Chicago

South Side Petroleum Co., Chicago, 312 *sp*, thru Gourfain-Cobb Adv. Agency, Chicago.
Tom Joyce Seven-Up Bottling Co., Gary, Ind. (7-UP beverage), 22 *sp* direct.
Guarantee Reserve Life Insurance Co., Hammond, Ind., 78 *sp*, direct.
American School, Chicago (correspondence school), 78 *sp*, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Beaumont Labs., St. Louis (Four-Way cold tablets), 120 *sa*, thru H. W. Kastor & Sons, Chicago.
MacFadden Publications, New York (True Story), 13 *sa*, thru Arthur Kudner, N. Y.
Pioneer Life Insurance Co., Rockford, Ill., 6 *sp*, thru J. L. Stewart Agency, Chicago.
Peter Fox Brewing Co., Chicago (Fox DeLuxe beer), 24 *sa* weekly t.f., thru Schwimmer & Scott, Chicago.

WBBM, Chicago

Bulova Watch Co., New York (watches), 70 *sa* weekly, 52 weeks, thru Biow Co., N. Y.
American Cigarette & Cigar Co., New York (Pall Mall cigarets), 6 *ta*, thru Ruthrauff & Ryan, N. Y.
Lever Bros., Cambridge, Mass. (Lifebuoy soap), 18 *sa* weekly, thru Wm. Esty & Co., N. Y.
Hollands Jewelry & Radio Store, Chicago, 4 *sa*, thru Malcolm-Howard Adv. Agency Chicago.
Joy Candy Shoppes, Chicago (retail candy chain), 39 *sp*, thru Malcolm-Howard Adv. Agency, Chicago.
Carter Coal Co., Washington (coal), 26 *sp*, thru Ralph H. Jones Co., Cincinnati.

KROW, Oakland

Krum Turkey Ranch, San Leandro, Cal. (turkeys) series of *sa*, direct.
Washington State Apple Commission, Wenatchee, Wash., *sa* series, thru J. Walter Thompson Co., San Francisco.

"You wanted me to look you up sometime after the first of the year!"

Adv.

Baker Says Video Hit Hard by War

Companies Face Serious Loss, GE Executive Predicts

TELEVISION, as with the other services provided by the radio industry, has probably suffered more from the national defense program than and other service, since it was not so far advanced, according to Dr. W. R. G. Baker, vice-president of General Electric Co., in a review and forecast of radio and television.

Estimating that there are probably still a few hundred television receivers in the channels of distribution and in manufacturers stocks, Dr. Baker stated the production of additional receivers of the same type or of new designs depends on the priorities situation and the decision of the individual manufacturer as to whether " it is more desirable to utilize such material as is available for broadcast or television receivers."

Losses Faced

He added that "it appears evident that unless some steps are taken to increase the number of television receivers, the companies operating television transmitters will be faced with a continuing loss that in time may reach such proportions as to justify serious question as to the desirability of holding the license for a television transmitter. Fortunately the FCC is fully cognizant of this situation and will undoubtedly assist in obtaining an equitable solution."

Although stating that it is impossible to predict even the near future of any industry and particularly one including consumer goods, Dr. Baker remarked that "the radio industry has perhaps one advantage over others in that it provides a service that can be used by the government for instruction and educational purposes. This fact, plus the cooperative attitude of the industry as a whole, may permit sufficient activity so that after the war, as after the first war, radio will be one of the industries that will help soften the difficult period of economic readjustment."

Record WEAF Billings

BILLINGS for the month of November on WEAF, New York, were the largest in the 20-year history of the station, according to an announcement by James V. McConnell, NBC manager of national spot and local sales. New accounts include: United Drug Co., Greater New York Brewery, C. F. Mueller Co. (macaroni products) , Olson Rug Co., J. P. Morrell & Co., (Red Heart Dog Food), and A. Goodman & Sons (noodle products).

KNOX MANNING, CBS newscaster and announcer on *Stars Over Hollywood*, CBS program sponsored by Bowey's Inc., Chicago, has a part in "At Stroke of 12", Warner Bros. film to be released soon.

Radio Advertisers

B. MEIR & Son, New York (Golden Center Toasted Wheat Germ), in a campaign tying in with the Government's nutrition program, will use participations on Alfred W. McCann's *Pure Food Hour*, on WOR, New York, Monday through Friday, 10-10:30 a.m. Agency is Neff-Rogow, New York.

EUCLID CANDY Co., San Francisco (candy), on January 8 starts for 26 weeks *Capt. Jack, American Junior G-Man* weekly on KFRC, San Francisco and KHJ, Los Angeles. Agency is Sidney Garfinkel Adv., San Francisco.

MARLIN FIREARMS Co., New York (Razor Blade Div.), on Jan. 5 will start a 6:55-7 a.m. news period, Monday thru Saturday, on WABC, New York. Agency is Craven & Hedrick, that city.

AMERICAN CHICLE Co., Long Island City, on Jan. 2 will renew for 26 weeks its sponsorship of Don Goddard on WEAF, New York, thrice weekly at 7:30 a.m. Agency is Badger, Browning & Hersey, New York.

RAYMOND BROWNE, for eight years account executive of J. Walter Thompson Co., New York, and for four years advertising manager of the Texas Co., has been appointed advertising manager of the Axton-Fisher Tobacco Co., Louisville.

CALIFORNIA FEDERAL Savings & Loan Assn., Los Angeles, in a one-month campaign started Dec. 25, is using a total of 23 transcribed announcements weekly on KFI-KECA, that city. Other local stations will be added. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

OLSON RUG Co., Chicago, which has been using five minutes three times weekly on the 6:15-7 a.m. *Farmer's Digest* program on WOR, New York, has expanded its time and switched to sponsorship of *Associated Press News* with Alois Havrilla, Tuesdays, Thursdays and Saturdays, 7-7:15 a.m. Presba, Fellers & Presba, Chicago, is the agency.

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles, on Dec. 22 started using, on a staggered schedule, participation in newscasts as well as transcribed announcements urging purchase of defense bonds on a group of Southern California stations. List includes KNX KHJ KFI KECA KMPC KFWB KFVD. Contracts are for 52 weeks. Agency is Robert F. Dennis Inc., that city.

IOWA CONFERENCE of Seventh Day Adventists, Des Moines, goes into its eighth year of sponsoring *Prophecy in the News*, on WHO, Des Moines, with a full-year renewal beginning Jan. 4, 1942.

SECURITY FIRST NATIONAL BANK, Los Angeles (investments), on Jan. 1 starts using, on a 13 week contract, daily spot announcements on KHJ, Hollywood. Firm also places spots on other California stations. List includes KMJ KVEC KTKC KTMS KXO. Dana Jones Co., Los Angeles, has the account.

DOTTED-LINE ceremony by Reggie Schuebel, head of the radio department of Biow Co., New York, places Phil Baker (left) in charge of the *Take It or Leave It* quiz show heard on CBS. Watching is Milton Biow, agency head. Baker assumed his new role Dec. 28.

Soap Firm's Spots

LOS ANGELES SOAP Co., Los Angeles, on Dec. 29 renews for 52 weeks schedules for White King and Scotch Soap. Placements for former product include from three to six spot announcements weekly on WFAA, KFAB, KOIL, KTSA, KIDO, KTRH, KGNC, KRGV, KGHL, KTUL, KGIR, KPFA, KRBM, KDNF, KGEZ, KRIS, as well as KGMB, Honolulu, and KHBC, Hilo; also five-weekly five-minute newscasts are used on KFSD, KOA, KMED. Firm is sponsoring, in interest of Scotch soap, quarter-hour newscasts five times per week on KOY, KTUC, KSUN; five-minute newscasts on KROD, KTFI, KID, KSEI, KFSD, in addition to a ten-minute, six-weekly news period on KQW, and five-weekly participation in *Art Baker's Notebook*, on KFI. Agency is Raymond R. Morgan Co., Hollywood.

Book Series on 24

DOUBLEDAY, DORAN & Co., New York (Triangle Books), on Jan. 10 will start a campaign of participations in women's programs and news periods on the following 24 stations: WGN WSM WLW WJR WNAC KYW KMOX WTIC WEAN WTAG WICC WLBZ WFEA WSAR WLLH WNBH WBRK WNLC WEIM WLNH WRDO WCOU WHAI WSYB. Agency is Huber Hoge & Sons, New York.

KBUR, Burlington, Ia. has appointed William G. Rambeau Co. as representative.

Industry Goes All-Out In Red Cross Campaign

WHOLE-HEARTED support of the annual Red Cross War Fund Drive is being given the organization by radio in all its departments. The $50,000,000 drive which got under way with the Presidential Proclamation, Dec. 8, is receiving assistance from all networks and local stations with top-ranking stars, name bands, artists unions and commercial programs offering their services. All major networks have offered free time for special event programs and local stations are putting on their own broadcasts in connection with local appeals.

In addition to complete network and station shows, the Red Cross is receiving support in the form of spot announcements from more than two-thirds of all commercial programs on the air, with 100% support expected soon. G. Stewart Brown, National Director of Public Information and Charles Dillon, radio director for the Red Cross in Washington, praised the spontaneity and wholeheartedness with which the entire broadcasting industry accepted the appeal.

JOHN B. KENNEDY'S Sunday half-hour commentary period on WNEW, New York, as a sustainer, 6-6:30 p.m., has been purchased for 52 weeks by Simon Ackerman Inc., New York, for its retail clothes. Ehrlich & Neuwirth, New York, is the agency. Kennedy is sponsored during the week by R. C. Williams Co., New York, and Swidenberg Cigar Co., that city.

IN PHILADELPHIA
WFIL Win Friends Influence Listeners
SELL THROUGH WFIL

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!
More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention to the TOUGH SPOTS
JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

A PERFECT PAIR
WOWO
for PROSPERITY
in Fairmont, W. Va.
CBS
ASK THE JOHN BLAIR MAN

Where Sales Multiply

W Air Castle of the South E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHO
(ALONE!)
for
IOWA PLUS!

DES MOINES-50,000 WATTS,
CLEAR CHANNEL

Columbia's Station for the
SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

Studio Notes

WOAI, San Antonio, each Tuesday and Thursday carries the war commentary of Col. H. L. Landers, U. S. Army, retired, an authority on military tactics. Show is sponsored by Grand Prize Beer through the Rogers-Gano Agency of Houston. Five nights weekly the same sponsor airs the *Headliners* program, featuring Lynn Cola in a headline song and Steve Wilhelm with a narration regarding some special event. Latter show is heard over the Texas Quality Network in addition to WOAI.

WWRL, New York, which at present broadcasts approximately 40 hours of foreign-language programs weekly in Spanish, Hungarian, Czechoslovakian, German, Jewish, Greek, Armenian and Polish, will shift all such programs to evening hours and devote its daytime schedule to increased English periods and the building of a greater English audience, according to Robert A. Catherwood, newly-appointed general manager. The new policy would become effective upon station's increase to 5,000 watts, which has already been granted by the FCC, and upon FCC approval to WWRL's application for fulltime operation on 1600 kc.

KFRO, Longview, Tex., recently granted all employes an annual Christmas bonus, in the form of Defense Bonds rather than cash as in previous years.

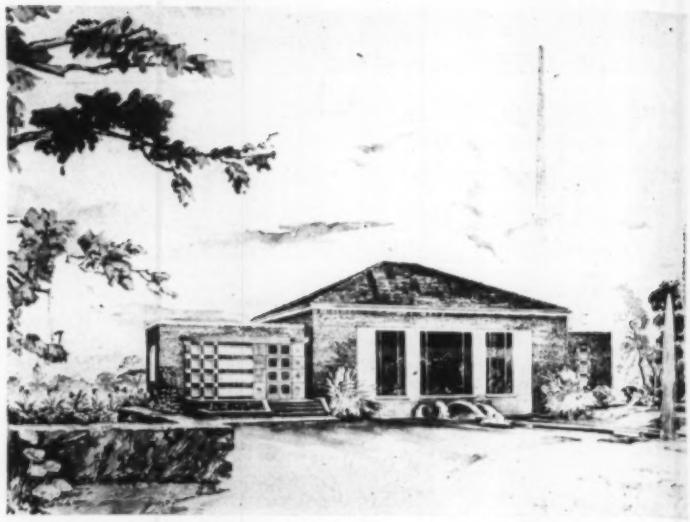
WOLS, Florence, S. C., recently helped locate the mother of a soldier killed in action in Hawaii. Cooperating with local Red Cross officials, WOLS carried an announcement asking for information on the whereabouts of the mother—after other efforts to find her had been futile—and within 30 minutes the woman had been found.

KGFW, Kearney, Neb., recently aired transcriptions made at Little Rock, Ark., of Christmas greetings of servicemen stationed there who were to be entrained for the West Coast and points unknown. Driving 55 hours with no sleep, Program Manager Paul Roscoe and Chief Engineer Jack Lewis made the round trip of 1,640 miles so the home folks could hear the recordings as soon as possible.

KIRO, Seattle, has made arrangements to ship monthly a special complete set of transcriptions of its daily broadcasts of the *School of the Air of the Americas* to KFAR, Fairbanks, Alaska.

WRUL, Boston, was the subject of an article in the Dec. 15 *Life*. Under the title "Propaganda from the U.S.A." the article described activities of the station and staff, broadcasting in 24 languages to Europe, Asia, Africa and Latin America.

MOUNTING cameras and spotlights in the balcony of Town Hall, New York, WNBT, NBC video station, Dec. 18 televised the *Town Hall Meeting of the Air* concurrently with its nationwide broadcast on the Blue Network. Topic was "Outlook in the Pacific;" speakers were Admiral Yates Stirling Jr., former Commandant of the Pearl Harbor Naval Base; Hugh Grant, former United States Minister to Thailand; Arthur Menken, noted photographer and correspondent, just back from a 38,000-mile trip from Tokyo to Tasmania, and Hanson Baldwin, military expert of the *New York Times*. Burke Crotty of NBC's television staff handled the televising arrangements.



ULTRA-MODERN in every respect is this new transmitter building of WKY, Oklahoma City, as portrayed in this architect's drawing. The new $150,000 plant will include everything required for present broadcasting needs, as well as facilities for television, increased power or new methods of broadcasting. The building contains a complete studio, with turntables and other equipment. A three-tower antenna array, ranging from 910 feet (tallest in the nation and equal to the highest in the world), to 290 and 260 feet, is being constructed by Truscon Steel Co. Included in the equipment is an alternating current standby generator. Nearby will be built living quarters consisting of a modern, six-room house, completely separate from the transmitter. Construction of the plant, located one mile east of Britton, Okla., is being supervised by Glenn D. Gillette, Washington consulting engineer, and Jack Lovell, WKY chief engineer. Architects are Parr & Aderhold.

WGAC, Augusta, Ga., has placed trailers in 13 theatres in Georgia and South Carolina with a combined seating capacity of 6,000 daily in exchange for broadcasting the theatres' daily billing, Monday through Saturday. The stations *Neighborhood Theatre Guide* is now a regular feature on WGAC.

A VOLUNTEER sound truck recalled members of the armed forces in Oakland back to their bases from weekend leave. After an hour's stand at the microphone the P.A. announcer's voice gave out and he used the loudspeaker to page Keith Kerby, program director of KROW, and ask for an announcer. Hal Parkes was asssigned to the job.

WMCA, New York, has offered free to labor and management the services of its *Labor Arbitration* program for arbitration of labor disputes. Board of arbitrators is under chairmanship of Samuel R. Zack, of the New York State Board of Arbitration.

AS A GIFT from WOR, New York, Westbrook Pegler, columnist for Scripps-Howard newspapers, received a gold-plated recording of a recent speech he delivered before the Advertising Club of New York. It was presented by Ray Lyon, head of WOR's Recording Division.

WHOM, Jersey City, recently at a meeting of 85 employes voted to put into effect the Government payroll allotment plan for the purchase of Defense Savings Stamps and Bonds.

W9XHW, experimental adjunct of WCCO, Minneapolis, after four years of operation, has been sold to KIRO, Seattle.

CBS Hollywood employes, numbering more than 300, are being photographed and will carry identification.

WLWO, Cincinnati, 75,000 - watt Crosley shortwave station broadcast Midnight Mass to the Latin-American nations Christmas Eve and fed the two-hour program to the Cadena Radio Inter-Americana, South American chain. WLWO operated on its regular night-time frequency of 11,710 kc.

WFBR, Baltimore, paid substantial holiday bonuses to all employes. Commercial Manager Purnell H. Gould announced that business on the books for January is heaviest on record.

KSTP, St. Paul, put one plea for donations on its daily *Defense Bulletin Board* and the Minneapolis chapter received 26 electric sewing machines loaned for the duration. Thirteen machines were offered three hours after the broadcast, 20 came in by evening and the total rached 26 before the next broadcast.

250 WATTS • 1400 KILOCYCLES

NEWS
Every Hour on the Hour

WHBQ
MEMPHIS, TENN.

NEWS—MUSIC—SPORTS

FAIRCHILD
PORTABLE RECORDER

• Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations. Write for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

WJR, Detroit, raised over $3,000 in pledges during a recent four-hour broadcast dedicated to the Goodfellows of Detroit, an organization devoted to bringing holiday cheer to underprivileged children of the city. Under leadership of General Manager Leo J. Fitzpatrick and Norman White, program director of WJR, the four-hour broadcast included the entire staff of WJR entertainers, all volunteering their services. Listeners sent in pledges to the Goodfellows Fund with their musical requests.

KLZ, Denver, recently entertained soldiers stationed at Balboa, Panama Canal Zone, with a special program transcribed in KLZ studios and sent by air express to honor enlisted men from the Rocky Mountain area who were celebrating at the Balboa YMCA.

USING the daily broadcast of the CBS *School of the Air*, heard from KLZ, Denver, as reference, Ralph Korklin, teacher of East High School, Denver, was one of ten teachers to receive a special award for an essay on "Practical Use of Radio in the Classroom". Award, given through cooperation of the National Educational Assn. and CBS, was presented to Korklin by Arthur Wuth, educational director of KLZ, in a special broadcast.

KWK, St. Louis, has secured the exclusive local franchise for Reuters' news service. Reuters reports, to be sponsored by Griesedieck Bros. Brewery Co., St. Louis, will be handled by Moulton Kelsey, who recently joined KWK.

KDON, Monterey, Cal., on Dec. 8 originated for MBS the dedication ceremonies of the first United Service Organization recreation building to be completed in the United States, at Salinas, Cal. The $90,000 building was completed in 59 days.

KROS, Clinton, Ia., cooperating with the Clinton Kiwanis Club, recently donated time and talent for special programs to raise $300 for food, clothing and medical attention for Clinton's underprivileged children. Work of the station resulted in an over-subscription to the fund of $100 which was turned over to the Junior Chamber of Commerce for its Toy Mending project.

DON LEE Broadcasting System, Holywood, on Dec. 23 celebrated the tenth anniversary of its experimental television station W6XAO with a special broadcast consisting of live talent as well as motion pictures. To house the station, a new $250,000 studio building was recently erected on 1,700 foot high Mount Lee, overlooking Hollywood.

RESULT of an idea of Chester R. Hinkle of WING, Dayton, is the defense bond and stamp booth erected on the court-house grounds. Opened Dec. 10, the booth sold $5,000 worth of bonds and stamps the first five days alone.

Opens N. Y. Office

RESNIK - MILLER - ENGLAND Inc., advertising agency, has opened offices at 9 Rockefeller Plaza, New York. Telephone is Circle 6-9740. Operating as Resnik-Miller, New Haven, agency has originated community hostess programs now on 16 stations in New York State and New England. Programs employ a local woman in the station area, who conducts the participating show and makes personal calls on new families moving into the territory. Agency acquires time on local stations, sells spots and other service to advertisers, and supervices operation. It has also recently contracted with Transradio Press to prepare regular basic scripts for the hostess programs.

AGENCY Appointments

CLARA-CAL CREAMERY (dairy products), San Francisco, to Theodore H. Segall Adv., San Francisco. Sponsoring *Book Exchange* weekly on KFRC, San Francisco.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker toothpaste) to Theodore H. Segall Adv., San Francisco. Firm is using weekly studio program on KFRC, San Francisco.

MARIN DAIRYMEN'S MILK Co., San Francisco (Marin-Dell milk) to Richard K. Bryne, San Francisco. Firm has been sponsoring *Budda's Amateur Hour* for several years on KFRC, San Francisco.

MORRIS PLAN BANK, Washington, D. C., to Seidel Adv. Inc., Washington.

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), to Buchanan & Co., Los Angeles.

PENNSYLVANIA RUBBER Co., Jeannette, Pa. (Vacuum Cup tires), to Aitken-Kynett Co., Philadelphia.

PERCY BLOCH Co., Philadelphia (Bara Daru cosmetics), has appointed Philip Klein Adv. Agency, Philadelphia, to handle advertising. It is expected radio will be used.

CHARLES MARCHAND Co. (Marchand's Hair Rinse & Golden Hair Wash), to Joseph Katz Co., New York. A. R. Bochroch is account executive. Radio, magazines, transportation and trade publications to be used.

Records for Camps

Editor, BROADCASTING:

WCNW has just turned over several hundred of its duplicate copies of records to the several armed services in the Brooklyn-Long Island area for the boys serving in training camps and receptions centers.

Throughout the country, each and every radio station has hundreds of new and old records that, I am sure, their local camps would appreciate. Why not suggest that radio stations forward these records to their nearest Army, Navy or Marine reception centers and camps. The boys, from what I am told, would appreciate the thought. It'll help them spend their idle moments entertainingly.

Dec. 23, 1941.

ELIAS I. GODOFSKY,
General Manager,
WCNW, Brooklyn.

MBS BOARD of Directors has approved a group insurance plan for all Mutual employes who have been with the network over three months, whereby each employe is provided with $2,000 insurance, without cost. Those in higher income brackets have the privilege of purchasing additional insurance at their own expense.

The
750 Club
new members "Joining Up" at average of 40 a day!

WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

Barn Dance to Coca Cola

AFTER 16 weeks as a sustaining program, the WIS, Columbia, S. C. *Barn Dance* was sold last week to the Columbia Coca Cola Co. for 26 weeks, 9 p.m. Saturday nights. While on a sustaining basis the show drew an average of 1,000 paid admissions in the township auditorium.

Philip Morris Inquiries

PHILIP MORRIS & Co., New York, through its agency, Biow Co., that city, is inquiring among stations for availability of news periods with a view of using them to promote Revelation and Bond Street tobaccos.

Swift Spots

SWIFT & Co., Chicago (Pard dog food), on Dec. 15 started a 13-week schedule of five transcribed announcements weekly on WMAQ, Chicago, and WWJ, Detroit; twice weekly participation on *Janet Ross' Shopping Circle* and two transcribed announcements weekly on KDKA, Pittsburgh, and participation on thrice-weekly *Evenin' Neighbor* on WLW, Cincinnati. Agency is J. Walter Thompson Co., Chicago.

DON DANIELSON, formerly of the *Dixon* (Ill.) *Telegraph, has joined* CBS Chicago as a publicity writer. Robert Hartman has transferred from publicity to program department where he will aid in writing scripts for CBS Wrigley programs.

NOW READY FROM WASHINGTON

Produced every Friday, Delivered to you on Saturday

A timely and expert 27 min. transcribed analysis of the week's news of the world

GOULD LINCOLN
The Nation's Foremost Political Analyst
CLARENCE BROWN
Country Editor and Member of Congress
LOTHROP STODDARD
Foreign Editor of the Washington Star
HERBERT COREY
Syndicated Writer and News Analyst

FOR EXCLUSIVE,
Phone, Wire or Write
BROADCAST SERVICE STUDIOS
1113-15 Denrike Bldg.
WASHINGTON, D. C.

Your Washington Studios for Direct Wire or Transcribed Pick-ups

"Yes—I'll take you places in '42—fast!" says WSAI's Winged Plug. "I'll take you into the hearts and minds of WSAI's 2,000,000 listeners. And I'll take THEM into the 4,346 groceries and 711 drug stores in WSAI's primary area. And I'll see to it that your WSAI campaign is promoted all over town through street car and bus cards, neon signs, downtown window displays, a house organ to dealers, taxi covers...and now—DISPLAY ADS in the CINCINNATI ENQUIRER. So hop on—let's GO PLACES!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

Measure for Communications Seizure Delayed Because of Congress Recess

DELAY in enacting an amendment to the Communications Act which would broaden the scope of Section 606 to authorize the President to seize during wartime wire, cable and other communications facilities as well as radio was indicated last Tuesday after the Senate Interstate Commerce Committee held hearings on House and Senate proposals to this end.

Since no committee quorum could be gathered, and none probably could be secured over the holidays, it now appears that Senate action, either in approving the bill passed by the House Dec. 19 or a new Senate version, will be postponed until the new session of Congress convenes in January. It was indicated the committee would be called early after the new year, and that Senate action should shortly follow the committee's recommendations.

Satisfactory to Fly

Appearing before the Senate committee, FCC Chairman James Lawrence Fly urged speedy action on the measure, citing the emergency nature of the legislation. Although the House-approved bill differs in several details from the proposal recommended originally by the FCC and DCB, Chairman Fly commented that either measure would be satisfactory to them, since the general principal of necessary authorization is provided in both.

Principal point of interest for broadcasters in the legislation, since the Communications Act itself provides for seizure of broadcast facilities by the President, lay in a House amendment to the original proposal which would place a time limitation on the seizure authority, tying it down to not more than six months after termination of a state or threat of war. The original proposal had left the time factor at the discretion of the Chief Executive [BROADCASTING, Dec. 22].

Russell P. Place, NAB counsel, followed Chairman Fly to the stand at the Senate hearings to urge that this time limitation, provided for wire facilities in the House version, be extended by the Senate to provide similar protection for a takeover of broadcasting facilities. Such action was opposed by Chairman Fly on grounds that it would delay final approval of urgent legislation, approved by the War and Navy Departments.

In case the Senate, following recommendation of the Senate Interstate Commerce Committee, broadened the six-month provision to include broadcasting, the measure then would go to conference, a procedure which would bring further delay, Chairman Fly pointed out.

In opposing such amendment of the House bill, which if approved by the Senate in toto could become law without going to conference, Chairman Fly declared that although he was "not entirely happy with the specific wording of the old law, or even of this bill", he would be apprehensive about going back to the House for further proceedings. He added that he did not think "this is a propitious occasion to reopen this problem", reemphasizing the need for speedy action.

No Plans to Take Over

Chairman Fly told the four committee members at the hearing—Chairman Wheeler (D-Mont.), and Senators D. Worth Clark (D-Ida.), Gurney (R-S. D.), and Austin (R-Vt.)—that so far as the FCC and DCB were concerned, they were "content" with the House draft of the proposed amendment, since they were interested principally in the general proposition of authorization of power to the President. The House bill, which tied in several provisos on the wartime take-over powers, would be "wholly workable", he indicated.

Responding to direct questions from Chairman Wheeler, Chairman Fly emphasized that generally speaking there are no present plans to take over communications, either permanently or temporarily, and that the only basis of taking over would be in times of emergency when the armed forces might need to preempt facilities for defense purposes. He added that under certain circumstances the Army or Navy may take over specific facilities in specific areas, although there was no general plan to commandeer all facilities.

Arguing for the amendment, Chairman Fly observed that the whole scheme of communications is closely interwoven and that it would be illogical to take over radio facilities and then not be able to complete the circuit with wire facilities "Communications is the nerve-center of fighting operations," he declared, "and without communications disaster is almost inevitable."

HARMONIOUS was the note struck by this group of NBC Hollywood orchestra leaders at recent luncheon staged in honor of Paul Whiteman (seated, center), musical conductor on the *Burns & Allen Show*, sponsored by Lever Bros. (Swan soap), and attended by more than 30 prominent composer-bandleaders. Merry maestros are (seated, l to r), Meredith Willson, host, and orchestra leader on the *Maxwell House Coffee Time Show*, sponsored by General Foods Corp.; John Scott Trotter, of *Kraft Music Hall*, sponsored by Kraft Cheese Co.; Whiteman; Kay Kyser, band leader of the *Kollege of Musical Knowledge*, sponsored by American Tobacco Co.; Billy Mills, musical director of *Fibber McGee & Molly*, sponsored by S. C. Johnson & Son; standing, Rudy Vallee, of the *Rudy Vallee Show*, sponsored by National Dairy Products Corp.; Horace Heidt, of the *Treasure Chest Show*, sponsored by Lewis-Howe Co. (Tums).

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Olives and Dollars

75% of California's Olive acreage is in the Sacramento and San Joaquin Valleys. The 1940 Olive crop represented nearly $3,000,000 for the olive growers of Interior California. Curtailment of imports on olive oil and olives has given a tremendous impetus to this industry. 1941 has shown a sensational increase in revenue to growers.

The McClatchy stations dominate this tremendously rich market. Wise advertisers will be in on this increased buying power. Use the dominant stations of California's great interior valleys . . . KFBK, Sacramento and KMJ, Fresno

Serving the Rural West

McClatchy Broadcasting Company
REPRESENTED BY THE PAUL H. RAYMER COMPANY
KFBK SACRAMENTO, CALIFORNIA
KMJ FRESNO, CALIFORNIA

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

Better Disc Terms Foreseen by Fox

WBS Asks a New Contract Others May Negotiate

TRANSCRIPTION companies wishing to include ASCAP music in their library services will probably be able to secure more favorable terms than the former $15 per composition per year, according to Harry Fox, agent and trustee in charge of the recording rights of the music of more than 500 copyright owners, including most ASCAP publishers.

Mr. Fox said his principals realize that not all the broadcasting stations have as yet taken out ASCAP licenses and are willing to take that fact into consideration in drawing up new contracts with the makers of transcriptions.

Negotiations Pending

World Broadcasting System has already asked for a new contract, Mr. Fox stated, adding that he expected to confer with Associated Music Publishers before the end of the year and that he was hopeful of negotiating a new contract with them as well. None of the other transcription firms has yet approached him regarding contracts, he said.

Both WBS and AMP are currently recording some ASCAP tunes under a short-term arrangement which expires Dec. 31. The other producers of transcription libraries—NBC, Standard Radio, Lang-Worth and C. P. MacGregor —have not included ASCAP compositions in their services since the break between the broadcasting industry and ASCAP a year ago.

Plans for an industry suit to test the validity of any recording fees in excess of the 2-cents-per-composition-per-pressing established as a maximum by the Federal copyright law [BROADCASTING, Dec. 22] are temporarily at a standstill. Transcription company executives in New York indicated last week that no action would be instituted until it has been proved impossible to secure satisfactory terms through negotiations.

DISC REHEARSAL in the NBC recording studios, New York, was staged by J. Carson Brantley (center), head of the Salisbury, N. C., agency by that name. Going over scripts is Bob Burns (right), actor, with Hubert Chain, of NBC recording, holding the stop watch. Sponsor is R. J. Reynolds Tobacco Co., Winston-Salem, for Brown's Mule chewing tobacco.

DATA ON FOREIGN LANGUAGE SOUGHT

TO BRING its information on foreign-language broadcast activity up-to-date, the FCC last week sent to foreign-language station operators a new questionnaire surveying their operations during the last two months of 1941.

In announcing the new questionnaire, the FCC emphasized that it did not indicate any change in attitude toward foreign-language broadcasting, although it was possible that some changes along lines of general control may be instituted, with the United States at war.

The new questionnaire, which will supplement information gathered in a similar survey conducted more than a year ago, is designed to bring out details of actual foreign-language operations, including programs and personnel.

Upon the outbreak of the war the FCC indicated that no change was contemplated in its attitude toward foreign-language broadcsts, although it was indicated that operators must be more careful than ever in handling programs in a foreign tongue.

The War Department also has expressed confidence in operators in the foreign-language field.

Big Norwich Expansion

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol), after two very successful tests last fall, one with *What Burns You Up* program on the Yankee network, the other with spot announcements on seven stations scattered throughout the country, has announced 1942 plans calling for expanded campaign to start about mid-February in 35 markets. Transcribed announcements will be used 6 to 24 times weekly for 26 weeks, representing an increased layout of about 49% over the past year. At the same time Lawrence C. Gumbinner Adv. Agency, handling the account, indicated that advertising for Unguentine would also be increased.

Year-End Roundup

(*Continued on page 10*)

overseas shortwave plant, erected new studios in Radio City, San Francisco and Chicago, and raised the power of its shortwave stations WRCA and WNBI to 50,000 watts.

Inauguration of its Mexican network of 23 stations marked the beginning of NBC's extended Pan-American Network of 109 stations; the Blue network gained 36 affiliates, four stations were added to the Red, while six new stations became optional outlets to Red or Blue.

As the country grew more aware of the national emergency, less time was devoted to light dramatic entertainment and more to dramatic themes concerning the security of this hemisphere; religious programs were based on an international theme more than ever before, and defense activities for American women were highlights of programs handled by NBC's women's division.

Regular sports programs showed a 10% increase over 1940; musical programs emphasized music of, by and for the two Americas, and factual news broadcasts reached an all-time high during 1941. NBC's television station WNBT became a full commercial station July 1, and NBC readied the transmitter quarters of W2XWG, its FM station, to accommodate a new 10,000 watt unit.

Lee Anderson Is Victim Of Cut in Auto Output

LEE ANDERSON ADV. Agency announced late in December that it was retiring from the advertising field as soon as its activities could be wound up. The retirement was taken in advertising circles here as a direct result of the curtailment of automobile production and advertising—first casualty among the large national agencies of the Detroit area. Anderson handled the account of the Chrysler division of Chrysler Corp., and also placed occasional institutional advertising for the corporation. This, along with Goodyear Lifeguard account administration, comprised its outstanding activity.

It was expected that the affairs of the agency would be concluded sometime in January. For the time being the Chrysler division is not using advertising, waiting—along with other automotive accounts—for clarification of the forward production picture. Meanwhile, the reduction of personnel in Detroit automotive agencies was continuing, in some cases at an accelerating pace.

WSB, Atlanta, gave its employes a $25 cash Christmas bonus, along with four-day vacations.

I Want more sales in Central New York?

THE PROVEN AUDIENCE OF

WFBL

SYRACUSE, NEW YORK

FREE & PETERS, NATIONAL REPRESENTATIVES

THANKS TO ALL

For the generous cooperation extended to us during the recent Pacific Coast blackout.

CJOR

Vancouver – B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin, (Canada)

600 KC 1000 Watts

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

The Northwest's Best Broadcasting Buy

WTCN

AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

WHBF

AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS

Basic Mutual Network Outlet
FULL TIME 1270 K. C.

THE 5000 WATT
Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

CHNS
HALIFAX, NOVA SCOTIA
ONE OF THE FINEST EQUIPPED RADIO STATIONS OF CANADA
U. S. Representatives:
JOS. WEED & CO.
350 Madison Ave.
New York

WJHP
NBC BLUE - MUTUAL
There's been something added here! Now MUTUAL and BLUE assures a plus audience all the time.
WJHP
JACKSONVILLE FLA.

WFBG
ALTOONA, PA.
- NBC RED AND BLUE
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

in the CONTROL ROOM

J. D. BLOOM, chief engineer of WWL, New Orleans, on Dec. 17 became the father of a girl.

LIEUT. DAN HYNES, 122d Observation Squadron, formerly an engineer of WWL, New Orleans, on Dec. 13 married Marie Adele Read of the WWI accounting department. Mrs. Hynes is a sister of Lieut. A. Louis Read, USN, commercial manager of WWL.

CLIFF BIXBEE, engineer of WCAE, Pittsburgh, has joined the Army.

LESTER SACKS, formerly Norristown police department radio operator, has joined the engineering staff of WIBG, Philadelphia.

CLAYT DONALDSON, former engineer of KYW, Philadelphia, according to word received at the station, is now radio operator on American-built planes being ferried to battle areas.

CHARLES HUESTON, Lancaster, O., has joined the engineering staff of WJLS, Beckley, W. Va., replacing William Barron. Estill Wills and Glen Lee Bellamy, WJLS control room operators, have been granted their third-class operators tickets.

CARL E. SMITH has been appointed chief engineer of WHK-WCLE, Cleveland succeeding E. L. Gove, resigned. Two new additions to the engineering staff are Paul Quay, new to radio, and James Egan, formerly an engineer with WBOE, Cleveland.

BEN TESSLER, formerly of WPID, Petersburg, Va., is now on the technician staff of RCA Mfg. Co., Camden.

COL. B. J. PALMER, president of WHO, Des Moines, on Dec. 20 personally distributed the fifth annual Christmas bonus to members of the station staff. Bonuses were computed on a scale of 5% of annual salary for one year of service, 6% for two years, 8% for three years, 9% for four years and 10% for five years or more. WHO employes on Dec. 21 staged a Christmas party for Col. Palmer and J. O. Maland, vice-president and general manager of the station.

PALM-FRINGED is this modern home of KPRO, Riverside, Cal., new 1,000-watt fulltime station on 1440 kc., which recently started operating under management of W. L. Gleeson. Located 1½ miles north of the downtown business district, the structure contains nine business and executive offices, a large auditorium-theatre, two medium-size studios and a news bureau room. Equipment includes a 1,000-watt Collins transmitter and a 366-foot Truscon self-supporting tower.

Heavy Federal Orders

MORE than a billion dollars will be spent by the Government next year for radio equipment to pursue the war, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson Telephone Mfg. Co., revealed last week. He said this was six times the volume of factory billings for all radio receiving sets produced by the industry last year and predicted a shortage of radio receiving sets for consumers. Present sets, he warned, must be made to last, urging the public to keep existing sets in order. At the same time, he warned all prospective purchasers of radio sets to beware of bargain merchandise thrown on the market now, pointing out that radios purchased now may very well have to last their owners for the duration.

'Hour' May Return

BUCHANAN Co., New York, agency handling the *Treasury Hour* program which was discontinued with the broadcast of Dec. 23 after six months on the air, sponsored for 13-weeks by Texas Co. and for a like period by Bendix Aircraft Corp., is forming an association of 17 aircraft manufacturers throughout the country to undertake sponsorship on a cooperative basis. Group will be known as the Assn. of Aircraft Manufacturers. If plans work out, an agency spokesman indicated, the program will be back on the air within a month.

1400% Increase in Year For FM Sets Claimed

DURING the last 12 months the number of FM receivers in the United States has increased 1400%, according to a survey announced Dec. 18 by Dick Dorrance, business manager of FM Broadcasters Inc., national FM trade association. With about 15,000 FM receivers in the entire country at the beginning of the year, by Dec. 1 the total had grown to 180,000, and pre-Christmas sales figures indicate that by Jan. 1, 1942, there will be from 230,000 to 250,000 sets in use, representing a listening audience approaching 1,000,000 persons.

At the start of 1941 not a single commercial FM station was operating in the nation, according to FMBI. By mid-December 62 stations had been authorized, with 24 now in full daily operation. FM receivers manufacturers have increased from a half-dozen to 20 during the year, offering more than 100 different set models.

New Equipment Firms

TAKING over activities of General Communications Products Co., Hollywood, now dormant, two new firms, United Sound Engineering Co., and Sound Equipment Co. of California, have been organized with headquarters at 6245 Lexington Ave., that city. Headed by R. J. Thompson and Joseph E. Turner under a partnership, United Sound Engineering Co. will handle remote amplifiers, speech input and transcription equipment for the radio industry. Sound Equipment Co. of California is concentrating on Government production only, manufacturing airplane amplifiers and inter-communication systems. Latter firm is headed by Norman S. Lawson as president, with R. J. Thompson first vice-president and secretary as well as director of engineering. Roger A. Howell is vice-president and general manager.

W2XQR Resumes Operation

AFTER having been off the air for moving purposes to a new home atop New York's Chanin Bldg., W2XQR, FM affiliate of WQXR, New York, has resumed operation on its 5-10 p.m. daily period on 45.9 m.c. with 1,000 watts. Shortly, the Interstate Broadcasting Co., station owner, hopes to operate the FM outlet commercially as W59NY with 10,000 watts. New location of the station is expected to give listeners about 16 times greater signal radiation.

FIFTEEN former employes of NBC Chicago now in the U. S. military service were sent Christmas gift packages by NBC, Chicago, employes group.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

ILLINOIS?
For a big chunk of it, use the DECATUR station,
250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?
WSOY

ED WILHELM

ED'S THE MAN behind the scenes in all the sporting events sponsored by Gillette. He not only buys time at Maxon Inc., New York, but aids with the commercials, arrangements and production. Last year he purchased time on 257 stations for the World Series, believed to be one of the largest commercial hookups in history. He's at the ringside of the fight broadcasts on MBS and this year bought the time and aided in other arrangements for Gillette's sponsorship of many of the pro football games as well as the Orange, Sugar, Cotton Bowl and East West contests on New Year's day.

But all that is just one phase of Ed's activities. He sets up schedules for such Maxon radio accounts as B. T. Babbitt, General Electric, Hecker Products, C. F. Mueller, Tetley Tea, Benson & Hedges or Continental Briar Pipe.

A native son, Ed was born in Manhattan, Aug. 21, 1910. On finishing DeWitt Clinton High School, he went to work for an insurance company, and after some years, became secretary to Ken England and Mabel Albertson who were doing radio scripts for some of the leading comedians of the day. That was in 1934. It gave Ed his first view into the workings of radio from the talent end.

Two years later, the writers decided to leave for the Coast, and Ed who had just married (Tillie Kiefer) and set up housekeeping, found it impossible to go along. Ed, a family man, found himself without a job. But while working with these writers Ed became associated with the *Iodent Dress Rehearsal*, which was a Maxon show. Through it, he came to know some of the agency officials, came to them, and because he had some knowledge of radio was given a general utility job in the radio department. There he helped with production, talent and scripts as well as time buying. And in 1938 when the Maxon radio department was undergoing expansion, Ed was appointed time buyer.

It's not hard to guess Ed's hobbies: Football and boxing.

Yule Spirit

A REAL good neighbor and a gentleman with proper Christmas spirit is Ray Lyon, head of WOR, New York, recording and transcription division. Each year Lyon rigs up a huge amplifier and loudspeaker system, collects a flock of Yuletide records, and puts on a Christmas concert for the other tenants in the apartment house where he lives. This year's concert from 11 to midnight last Wednesday had all the neighbors out joining in the good spirit of the Eve.

New Religious Discs

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), currently sponsoring the weekly half-hour *Haven of Rest* on 32 Don Lee Pacific Coast stations, Sunday, 3-3:30 p.m. (PST), plans to discontinue that live network program about Jan. 18 replacing it with a transcribed version, concentrating on West Coast 50,000 watt stations. In addition, the religious program will be placed on more than 40 other stations nationally. List is now being compiled by Paul (Bob) Myers, business manager of the corporation. Besides the present live network program, transcribed versions are currently sponsored on CKLW, Detroit; WMBI, Chicago; KTUC, Tucson; KSUN, Bisbee; KFEL, Denver; KOY, Phoenix.

Wilbur Heads WTSP

BOB WILBUR has been named manager of WTSP, St. Petersburg, Fla., succeeding Russell Stratton, now on active duty with the Navy. Mr. Wilbur entered radio as a singer in the early '30s as a college student, and has been identified with broadcasting in the Tampa Bay area for the last five years.

"Ah'm glad he do advahtise on WFDF Flint Michigan. He sho tips big!"

Johnstone, Morgan Tour For Birthday Ball Drive

G. W. JOHNSTONE, chairman of the radio division of the Committee for the Celebration of the President's Birthday Ball, and Keith Morgan, national chairman of the Committee, are currently on a tour of 11 States in connection with the drive for funds to fight infantile paralysis. Mr. Morgan is addressing organization meetings, and Mr. Johnstone is meeting with radio people and handling regional and local broadcasts at each stop.

Broadcasting arrangements already have been made in 10 key cities for the official opening of the campaign Jan. 12. Network broadcasts are planned to start Jan. 11 and continue through Jan. 30, date of the President's Diamond Jubilee Birthday ball, celebrated throughout the country.

Transcriptions of spot announcements in Italian, French and Spanish were written and produced by Norman Warembud, program director of WBYN, Brooklyn, are now being distributed to all foreign language stations to promote the 1942 "Fight Infantile Paralysis" campaign. The campaign also is distributing 500 discs featuring one-minute English spot announcements by five radio announcers and newscasters — Tom Slater, Frank Knight and Alois Havrilla of MBS, Tony Martin of CBS, and Bill Pennell of WHN, New York, all of whom donated their services. Stations also will carry transcribed messages about the drive by William Green, president of the AFL, and Philip Murray, CIO president.

Writers to Aid Defense

HOLLYWOOD Radio Writers joined with members of Screen Writers, Screen Publicists and Newspaper Guilds in organizing for national defense service at a meeting held in the Roosevelt Hotel, that city, Dec. 16. Randolph Van Nostrand, acting publicity director of the Los Angeles County Defense Council asked the 600 members attending to contribute their skill.

WINS

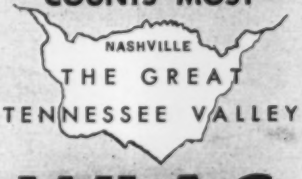
AmTenna says:

Sales sure fatten in Manhattan with a few WINS pep pills every day.

(You'd be surprised at what I do for drooping sales curves)

POWER!

—WHERE POWER COUNTS MOST



WLAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY

PAUL H. RAYMER CO.

J. T. WARD, Owner

F. C. SOWELL, Manager

WAPO

sells

LISTENERS IN THE TENNESSEE VALLEY with a LIST LIKE THIS!

•

KAY KYSER
FRANK FAY
KALTENBORN
RUDY VALLEE
FRED WARING
LUM & ABNER
EDDIE CANTOR
JUST PLAIN BILL
TREASURY HOUR
MRS. ROOSEVELT
MARCH OF TIME
TELEPHONE HOUR
BURNS AND ALLEN
REVEILLE ROUNDUP
LINCOLN HIGHWAY
JOHN'S OTHER WIFE
DR. PEPPER PARADE
RED SKELTON & CO.
FITCH BAND WAGON
LIGHT OF THE WORLD
INFORMATION PLEASE
MR. DISTRICT ATTORNEY
FIBBER McGEE AND MOLLY
NICHOLS FAMILY OF FIVE

•

5000 Watts-1150 kc.

NBC Red and Blue

•

National Representatives

Headley-Reed Co.

WAPO

Chattanooga, Tenn.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 20 TO DECEMBER 26 INCLUSIVE

Decisions . . .

DECEMBER 23

KWTO, Springfield, Mo.—Granted modification CP directional changes to protect KLZ and KFDM and dismissed joint petition of latter against KWTO grant.

WSUI, Iowa City, Ia.—Granted CP 5 kw N directional changes.

WCNW, Brooklyn, N. Y.—Granted CP change 1190 kc increase 1 kw hours to limited to WOWO.

WFBM, Indianapolis, Ind. — Granted transfer control to Evelyn H. Bitner, Evelyn H. Pearson and Harry M. Bitner Jr., present stockholders for $75,000.

WMSD, Muscle Shoals, Ala.—Granted transfer control to Joseph Wiggs Hart, Joseph Carl Russell and Frank Mitchell Farr Jr. for $25,000.

WTIC, Hartford, Conn.—Granted voluntary transfer to The Travelers Insurance Co.

WOOD, Grand Rapids, Mich.—Granted CP increase 5 kw sharing with WASH directional N. Dismissed applic. upon request transfer to WOOD Broadcastng Corp. subject to hearing and proposed findings and dismissed as moot petition reconsider and grant.

DESIGNATED FOR HEARING—**KFXM, San Bernardino, Cal.**, voluntary assignment to **Tri-City Broadcasting Co.**; **WHAT, Philadelphia**, CP new transmitter directional increase 5 kw hours to daytime.

NEW, Tribune Building Co., Oakland, Cal.—Placed in pending file under Order 79.

NEW, National Broadcasting Co. Inc., Washington, D. C.—Granted CP new commercial television station channel No. 2 with 3-1-42 completion date.

DECEMBER 24

WJZ, New York; WENR, Chicago; KGO, San Francisco—Acting on willingness of NBC and RCA to dispose of Blue Network, gave consent voluntary assignment license to RCA pending finding of outside purchaser.

WMAL, Washington, D. C.—In line with preceding plan granted petition assignment license to M. A. Leese Radio Corp.

KGO, San Francisco—Granted petition renewal license in line with above plan.

KOA, Denver—Same.

WTEL, Philadelphia—Granted continuance hearing to 3-19-41.

NEW, Nashville Broadcasting Co., Nashville—Granted petition amend applic. to R. O. Hardun and John Buchanan retain Jan. 5 hearing.

WELL, Grand Rapids, Mich. — Granted continuance hearing to 4-4-42.

NEW, Community Broadcasting Corp., Middletown, N. Y.—Adopted order making final grant CP new station 1340 kc 250 watt. Action necessitates denial similar applic. of Herbert L. Wilson.

Applications . . .

DECEMBER 23

WQXR, New York—Extension special service authorization 10 kw unl 1560 kc.

NEW, Board of Education, City of Buffalo, Buffalo, N. Y.—CP new non-commercial educational station 42.9 mc 1 kw FM emission.

NEW, Eugene P. O'Fallon Inc., Denver, Col.—CP new FM station 46.5 mc 45,797 population 1,403 sq. mi.

WBT, Charlotte, N. C.—Amend applic. CP directional N to install new transmitter and move.

KOB, Albuquerque, N. M.—Modification special service authorization 50 kw. to 2-1-42.

DECEMBER 26

KFQD, Anchorage, Alaska — Transfer control from R. E. McDonald and Barbara McDonald to Wm. J. Wagner.

NEW, WCAU Broadcastng Co., Philadelphia—CP new commercial television station (formerly W3XAU) channel No. 5.

KFEQ, St. Joseph, Mo.—Acquisition control from News Broadcasting Co. to Barton Pitts, 5 shares common stock.

NEW, Balaban & Katz Corp., Chicago—CP new commercial television station (formerly W9XBK) channel No. 2.

CALL LETTERS of the new KONB, under construction in Omaha, Neb., have been changed to KBON.

R. B. Davis Spots

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), following a successful test of the *Food Fair* on WEEI, Boston, starting Jan. 5 will begin participations on women's programs on the following seven additional stations: WOR WGR WTAM WJR KMOX KMPC KROW. Company, formerly an extensive user of radio, before starting on WEEI was off the air for about six years. Agency is Murray Breese & Assoc., New York.

Network Accounts

All time EST unless otherwise indicated.

UNITED FRUIT Co., New York (banana div.), on Feb. 2 starts *The World Today*, on 37 CBS stations, Mon. thru Fri., 6:45-7 p.m. Agency: BBDO, N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shave cream) on Jan. 5 starts *True or False* on 16 Canadian Broadcasting Corp. stations, Mon. 9:30-10 p.m. (EDST). Agency: J. Walter Thompson Co., Toronto.

SOIL-OFF MFG. Co., Glendale, Cal., (paint cleaner), on Feb. 3 starts for 52 weeks sponsoring *Bob Garred Reporting* on 3 CBS California stations (KNX KARM KSFO), Tues., 5:45-5:55 p.m. (PST). On Feb. 5 also renews for 52 weeks, *Bob Garred Reporting* on same list of stations, Thurs. 5:45 - 5:55 p.m. Agency: Buchanan & Co., Los Angeles.

Renewal Accounts

D. L. CLARK Co., Pittsburgh (candy bars), on Jan. 1 renews for 13 weeks *Service With A Smile* on 54 NBC-Blue stations, Thurs., 8:30-9 p.m. Agency: Albert P. Hill Co., Pittsburgh.

IRONIZED YEAST Co., Atlanta, on Jan. 6 renews *Are You a Missing Heir* on 74 CBS stations, Tues., 8-8:30 p.m. (rebroadcast 11:30-12 midnight). Agency: Ruthrauff & Ryan, N. Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., on Jan. 4 renews *Silver Theatre* on 32 Canadian Broadcasting Corp. stations, Sun. 7-7:30 p.m. (EDST). Agency: Young & Rubicam, Toronto.

INTERNATIONAL SILVER Co., Meriden, Conn., on Dec. 28 renewed for 52 weeks *Silver Theatre* on 56 CBS stations, Sunday, 6-6:30 p.m. (EST). Agency: Young & Rubicam, N. Y.

LEVER BROS., Cambridge, Mass. (Lux soap), on Dec. 29 renewed for 52 weeks *Lux Radio Theatre* on 68 CBS stations, Monday, 9-10 p.m. (EST). Agency: J. Walter Thompson Co., N. Y.

RCA MFG. Co., Camden, N. J. (Victor records) on Dec. 22 renewed for 52 weeks. *George Putnam & the News*, Mon., Tues., Wed., Sun., 11-11:15 p.m. and *Music You Want*, Mon. through Fri., 11:15-11:30 p.m., both on WEAF, New York.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Dec. 29 renews for 52 weeks, *The Goldbergs*, on 36 CBS stations, Mon. thru Fri., 5:15-5:30 p.m., thru Compton Adv., N. Y., and for Dreft, on 7 CBS stations, same time, thru Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Dec. 29 renews for 52 weeks *Road of Life*, on 25 CBS stations, Mon. thru Fri., 1:45-2 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Dec. 29 renews for 52 weeks, *Woman in White*, on 51 CBS and 25 CBC stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on Dec. 29 renews for 52 weeks, *Life Can Be Beautiful*, on 48 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory snow), on Dec. 29 renews for 52 weeks, *The Story of Mary Marlin*, on 20 CBS stations, 5-5:15 p.m. Agency: Benton & Bowles, N. Y.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE
The largest and smallest. Lapp curved-side cones—for low power pipe mast, and for the world's largest vertical radiator—1050 feet.
More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they've covered the insulator question adequately when they say to their tower manufacturer, "Use Lapp Insulators." Lapp Insulator Co., Inc., LeRoy, N. Y.
Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

E. R. SQUIBB & SONS, New York (dental cream & tooth powder), on Dec. 22 renewed for 52 weeks Frank Parker on 49 CBS stations, Mon., Wed. and Fri., 6:30-6:45 p.m. Agency: Geyer, Cornell & Newell, N. Y.

SEALTEST INC., New York (milk & ice cream), on Jan. 1 renews for 52 weeks *Rudy Vallee*, on 75 NBC-Red stations, Thurs., 10-10:30 p.m. Agency: McKee & Albright, Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Dec. 29 renews for 52 weeks *Woman of Courage* (Octagon products & Crystal White) on 61 CBS stations, Mon. thru Fri., 10:45-11 a.m., rebroadcast 3:45-4 p.m., through Ted Bates Inc., N. Y., *Myrt & Marge* (Super Suds) on 79 CBS stations, Mon. thru Fri., 10:15-10:30 a.m., rebroadcast 4:15-4:30 p.m., thru Sherman & Marquette, Chicago, and *Stepmother* (Colgate tooth powder), Mon. thru Fri., 10:30-10:45 a.m., rebroadcast 4-4:15 p.m., thru Sherman & Marquette.

WM. WRIGLEY Jr. Co., Toronto (chewing gum), on Jan. 6 renews *Treasure Trail* on 7 Canadian Broadcasting Corp. Ontario stations, Tues. 9:30-10 p.m. (EDST); on 9 CBC Prairie stations, Tues. 10-10:30 p.m. (EDST); on CKAC, Montreal; CHRC, Quebec; CJBR, Rimouski, Que., Wed. 8:30-9 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.

LAMONT CORLISS & Co., Toronto (Pond's creams), on Jan. 7 renews *Ceux Qu 'On Amie* on CKAC, Montreal; CHRC, Quebec, Wed. 8-8:30 p.m. (EDST). Agency: J. Walter Thompson Co., Toronto.

QUAKER OATS Co., Peterborough, Ont. (cereals), on Jan. 2 renews *Rouletaville* on CHRC, Quebec; CKAC, Montreal, Fri. 8:30-9 p.m. (EDST). Agency: Lord & Thomas of Canada, Toronto.

GENERAL FOODS, Toronto (Grape Nut Flakes, Baker's Cocoa), on Jan. 1 renews *The Aldrich Family* on 28 Canadian Broadcasting Corp. stations, Thurs. 9:30-10 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

GENERAL FOODS, Toronto (Jello) on Jan. 1 renews for 39 weeks *Le Cure de Village* on 4 Canadian Broadcasting Corp. French stations, Thurs. 8-8:30 p.m. (EDST). Agency: Baker Adv. Agency, Toronto.

S. C. JOHNSON & Son, Brantford, Ont. (floor wax), on Jan. 6 renews for 26 weeks *The Old Schoolmaster* on 3 Canadian Broadcasting Corp. French stations; Mon., Wed., Fri., 10:30-10:45 a.m. (EDST). Agency: Vickers & Benson, Toronto.

Network Changes

ALBERS BROS. MILLING Co., Seattle (flapjack flour, Friskies), on Jan. 2 shifts *Whodunnit?* on 7 CBS West Coast stations, Thurs., 7:30-8 p.m. to 6 NBC Pacific Red stations, Fri., 9-9:30 p.m. (PST). Agency: Lord & Thomas, San Francisco.

KRAFT CHEESE Co., Chicago (Parkay margarine) on Jan. 4 adds 20 stations to the *Great Gildersleeve* making a total of 60 stations on NBC-Red, Sun., 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

STANDARD OIL Co. of Indiana, Chicago, on Jan. 9 discontinues *Auction Quiz* on 47 NBC-Blue stations, Fri., 8-8:30 p.m. Agency: McCann-Erickson, Chicago.

PARKER PEN CO., Janesville, Wis., on Dec. 28 discontinued *Walt Disney Song Parade* on 78 MBS stations, Sun., 3:30-3:45 p.m. Agency: Blackett-Sample-Hummert, Chicago.

THOMAS J. LIPTON Inc., Hoboken, N. J. (tea), on Dec. 28 drops *Helen Hayes Theatre* on 79 CBS stations, Sun., 8-8:30 p.m. rebroadcast 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

P & G Renews Serials

PROCTER & GAMBLE Co., Cincinnati, on Dec. 29 renews for 1942 five of its Monday-through-Friday daytime serials on CBS. These include: *The Goldbergs* (Duz) on 35 stations, through Compton Adv., New York and (Dreft) on 7 stations, through Blackett-Sample-Hummert, Chicago; *Life Can Be Beautiful* (Ivory soap), on 48 stations, through Compton Adv.; *Woman in White* (Chipso), on 25 stations, through Pedlar & Ryan, N. Y., and *Story of Mary Marlin*, on 20 stations, through Benton & Bowles, N. Y.

JOHN L. SNODGRASS, former time and spacebuyer of Sherman K. Ellis & Co., Chicago, has joined Blackett-Sample-Hummert, Chicago, in charge of outdoor advertising.

ANNUAL REPORTS CALLED BY FCC

FOLLOWING annual practice, the FCC last week sent to all stations its preliminary questionnaire on 1941 business, requesting returns by Jan. 15, at the latest.

For the first time, the FCC included commercial FM, television and international broadcast stations in its query list. The Commission asked stations, as soon as possible following closing of their books, but in no event later than Jan. 15, to supply it with total time sales, broken down between network, national spot and local, with a tabulation of commissions deducted, talent and sales costs, and other items of income.

WQXR Silenced

WQXR, New York, suffered the longest silence in its history Dec. 24, when a short circuit in the Edison Co. power lines feeding the transmitter put the station off the air for two hours, from approximately 3 to 5 p.m.

RANDY ATCHER of the Atcher hillbilly trio of WJJD, Chicago, has been called to military service and will leave Jan. 1.

GET A LINE ON THE GATES LINE OF BROADCASTING EQUIPMENT FOR 1942

SEND FOR YOUR CATALOGUE NOW

GATES

QUINCY, ILLINOIS, U.S.A.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Newly Licensed Operator—$80.00 monthly, room and board equivalent to $125.00 monthly. Draft exempt. Puerto Rico. Box 282A, BROADCASTING.

Chief and Staff Engineer—Southern station, new Western Electric Equipment throughout. Box 283A, BROADCASTING.

Engineer—Georgia network affiliate. Prefer man having studio control room experience. $25 per week. State draft status. Box 273A, BROADCASTING.

Engineer—Licenced, draft exempt engineer, Virginia local. Permanent job to sober, steady worker. Box 274A, BROADCASTING.

Engineer—250W mutual affiliate in New England. Draft exempt, can live at transmitter house. Needed at once. Write letter—experience and salary expected. Box 285A, BROADCASTING.

ENGINEER - SPANISH - COMMERCIAL RADIO—Experienced commercial radio engineer with good practical knowledge of Spanish and sales promotion ability. Willing to travel Latin America. Excellent opportunity with high grade organization for man who can qualify. Reply should contain complete personal information, education, experience and salary desired. Also, a small snapshot which will not be returned. Address S-37, P. O. Box 3575, Philadelphia, Pa.

A 250 Watt Local Station—Located in South Atlantic state has opening for salesman who can not only sell but write copy. Excellent opportunity and living conditions for draft exempt man who can qualify. Give full details and expected starting salary. Box 284A, BROADCASTING.

Combination Man—Licensed and good voice for straight commercial announcing. MBS network station, central Georgia. State age and draft status. Box 275A, BROADCASTING.

Radio Salesman—experienced, for local station in large Midwestern city. Must have good record. Auto helpful. Drawing account. Good opportunity for man who can sell large accounts as well as small. Give complete sales experience, age and references. Position open immediately. Box 289A, BROADCASTING.

Versatile Announcer—With not less than three years' experience, highly regarded in present connection with network affiliate but wishes change. Submit small photo, education, background, draft status. Station WIS, Columbia, South Carolina.

Advertising Solicitor—Give references and draft standing. Radio Station KHMO, Hannibal, Mo.

Situations Wanted

Transmitter Engineer—Experienced. Hold first class Telephone-Telegraph licenses. Now employed, desires change. Married. Draft exempt. Dependable. Box 276A, BROADCASTING.

Chief Engineer—Small station eight years with record of ability and willingness for hard work desires opportunity with progressive organization. Preference in the Pacific Northwest. Experienced design construction, installation of equipment. Box 278A, BROADCASTING.

Production, Script, or Continuity—College graduate, married, draft exempt, traveled, cultured, thorough, sober, dependable. Age 30. Minimum salary $45 weekly. Now employed Excellent references. Box 277A, BROADCASTING.

Announcer—Experienced music announcing, desires FM or AM position. 23, college graduate, draft deferred. East preferred. Box 286A, BROADCASTING.

PRODUCTION - NEWS - ANNOUNCING—Single woman, college graduate, fully experienced in small station, wants opportunity in production, news editing, or announcing, in progressive larger station in East. Permanence assured. Box 280A, BROADCASTING.

Salesmanager—Eight years radio sales experience, familiarity with continuity, merchandising, sales promotion . . . a plentiful supply of proven, saleable ideas . . . the ability to sell them and to direct salesmen. Married, now employed, available two weeks' notice. Box 281A, BROADCASTING.

Wanted to Buy

1000 Watt Transmitter—and associated equipment, Edward Reeder, Grand Coulee, Washington.

Good condition—two late model RCA, WE, or Presto turntables with pickups; one RCA, WE or Collins speech console; two RCA or WE microphones. Quote lowest cash prices and condition all or part. Box 288A, BROADCASTING.

For Sale

General Radio—Type 731-B Modulation Monitor—used three weeks. Box 279A, BROADCASTING.

250 Watt Western Electric 310B Transmitter—complete with tuning unit, crystals and tubes, in good condition. Cash price $2,250. Box 287A, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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JOHN BARRON
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Telephone NAtional 7757

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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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CLIFFORD YEWDALL
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Frequency Measuring Service
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Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

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Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

ADVERTISE in BROADCASTING for Results

Limits on Weather Broadcasts Outlined in Letter to Stations

Comdr. Reichelderfer Announces Plans; Warning On Sports Events; Airway Data Curtailed

COMDR. F. W. REICHELDERFER, chief of the U. S. Weather Bureau, this week is sending a letter to all stations outlining restrictions on weather broadcasts caused by the war. At the same time officials of the Bureau asked BROADCASTING to express to the broadcasting industry their appreciation of the cooperation of stations and their realization that the radio dissemination of weather information has turned out to be one of the Bureau's "best services" to the public.

Comdr. Reichelderfer's letter followed the same general lines as one addressed recently to Carleton Smith, assistant manager of WRC-WMAL, Washington [BROADCASTING, Dec. 22].

The War Department Bureau of Public Relations, Radio Branch, is addressing a message to all announcers handling "Bowl Games" and other sports events over New Years warning them to be extremely careful in their descriptions of the events less weather descriptions "of value to the enemy" be aired.

It was learned in Washington also that steps are being taken by the Army, Weather Bureau and Civil Aeronautics Authority to prevent weather broadcasts from airway stations reaching enemy ears. The same problem that caused the banning of weather forecasts on standard stations arose in connection with the airways stations—namely, an enemy submarine or ship shopping around with a powerful shortwave receiver from one station to another and gathering enough information to make an accurate forecast for a wide area of the country.

Comdr. Reichelderfer's follows in full:

For military reasons it has been necessary to request the discontinuance of the daily broadcasts of Government weather reports and forecasts by commercial radio stations. The purpose of this request is to prevent the radio broadcasting of any weather information except that passed by military or naval authorities.

Exceptions will be made when weather conditions require precautions to protect human life, property, livestock, or crops, or when cold waves, storms, heavy snows, ice storms or other severe conditions are in prospect which will seriously interfere with transportation, business, industry and other activities directly or indirectly supporting our war efforts.

Authorized Reports

When severe or dangerous conditions are expected, Weather Bureau offices will furnish warnings for radio broadcasts, provided military authorities have authorized these warnings as more vital than the denial of weather information to the enemy at that particular time. Radio stations will be specifically advised in each such case that broadcasts of the warnings is authorized.

At other times no mention of weather conditions should be made by radio, however incidental the announcement may be. For example, such a statement as "the weather has been rainy (or clear)" in connection with the broadcast of a sports event might inadvertently furnish valuable information to an enemy.

Similarly, local descriptions, data and other references to weather conditions must be avoided. A number of such broadcasts emanating from different parts of the country could easily be picked up by submarines or other enemy craft meteorologists could chart them and draw inferences about the weather situation over the United States that might be of considerable value in planning attacks on shipping and coastal areas.

Limited forecasts are being continued in the printed press for the present, with the understanding that control of international mail, cable and radio will keep this information from being relayed to enemy forces in time to be of current use.

The radio restrictions will be lifted as soon as circumstances warrant. Radio broadcasting stations have been rendering a splendid public service in cooperation with the Weather Bureau and we were very reluctant to have it discontinued.

We thank you very much for the help you have given us in the past and for your cooperation in the present situation.

WKBH Joins NBC

WKBH, La Crosse, Wis., on Jan. 1 joins NBC as a supplementary station to the Red or Blue networks. Owned by WKBH Inc., the regional station operates with 1,000 watts on 1410 kc., unlimited time. Evening hour rate will be $120, with night cut-in announcements $10, day $5 and Sunday afternoon $7. Although not officially announced by NBC, it was understood last week that WHLB, Virginia, and WMFG, Hibbing, both Minnesota stations owned by the Head of Lakes Broadcasting Co., would also join NBC Jan. 1 as optional outlets to the Red or Blue. WHLB operates on 1400 kc., 250 watts, and WMFG, 1240 kc., 250 watts.

ALLOCATIONS PLAN MAKES PROGRESS

ALTHOUGH operating details still are to be finally approved, the new OPM-DCB communications allocations plan appears to be definitely getting under way. A general program for the joint operation, designed to alleviate an impossible material supply situation for the entire communications industry, including broadcasting, is to be mapped out Dec. 29 at a meeting of the DCB Priorities Liaison Committee in Washington.

Although not yet officially designated chief of the new OPM Communications Branch, Leighton H. Peebles, former NRA communications code administrator, has started preliminary organization of the new branch [BROADCASTING, Dec. 22]. Mr. Peebles has been invited to attend the Dec. 29 DCB committee meeting, along with George J. Dempsey, FCC telephone engineer recently loaned as one of three DCB engineering representatives to work fulltime with the Communications Branch.

Under an OPM reorganization move coming immediately after DCB announcement Dec. 18 of the joint priorities operation, with DCB functioning in an advisory and policy-recommending capacity and OPM continuing as the implementing agency, industry organizations such as the new Communications Branch are now to report directly to OPM Director General William S. Knudsen and Associate Director Sidney Hillman. As originally contemplated, the Communications was to have been set up under the Civilian Supply Division, directed by Leon Henderson. It was thought possible that through this shakeup the Communications Branch could be placed under the Materials Branch, although it would report, like the Power Branch, direct to Messrs. Knudsen and Hillman.

LUCILLE GILLESPIE, assistant continuity editor of WBBM, Chicago, on Dec. 28 was to marry Hatcher P. Smith, Arlington Heights, Ill.

Drawn for BROADCASTING by Sid Hix

"Another One! No Wonder There's a Paper Shortage!"

OFF Will Funnel U. S. Broadcasts

Super-Network Is Arranged For Special Programs

ASSURANCE that the recently established Office of Facts & Figures will definitely function as the coordinating agency and clearing-house for all Government radio time requests was given last week by Stephen T. Early, White House press secretary, at a conference with Washington representatives of NBC, CBS and MBS.

Mr. Early indicated that OFF, headed by Archibald MacLeish, Librarian of Congress, will determine policy and priorities for Government radio programs, seeing to it that the most important programs, particularly from a defense viewpoint, get a break on the air, while less important features may be shelved or discarded.

Emerging as a key figure in this operation is William B. Lewis, CBS programs vice-president now on leave as OFF consultant on broadcasting. The idea of having a competent program man and experienced broadcaster in a top spot in the Government radio picture drew prompt approval in industry circles. Also working with Mr. Lewis on OFF broadcasting matters is Douglas Meservey, on leave from NBC's program and talent sales office in New York.

Plan Super-Network

The first concrete radio project of the OFF operation, which was discussed with Mr. Early, was a 13-week series of defense galas, to start in February and to be heard on all three networks Saturdays, 7-7:30 p.m., with West Coast repeats 12:45-1:15 a.m. (EST). To feature star talent, time for the series is being donated by the networks, which also will absorb other incidental expenses. Described as one of the networks' contributions to the war effort, the series will portray the resources of the Allied Powers in Warld War II. Harold L. McClinton, vice-president of N. W. Ayer & Son, is sought as producer of the feature, to be modeled along lines of successful programs already on the air. Norman Corwin, of CBS, is to write and direct the shows.

Another indication of the gradual development of a coordinated scheme for Government public relations came last Wednesday with news of the appointment by President Roosevelt of Lowell Mellett, director of the Office of Government Reports, as Coordinator of Government Films for the duration. Mr. Mellett is to act as liaison officer between the Federal Government and film producers and distributors, establishing a clearance office through which all the Government's movies for civilian consumption will pass.

KOA, Denver, has added a new station-wagon mobile unit to its technical equipment.